

# MCV

## The Market for Home Computing & Video Games

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EA Euro boss Gerhard Florin reflects on what the action at E3 means for the industry

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Fresh from E3 success with King Kong, Ubi UK boss Rob Cooper bangs his chest

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As Xbox 360 goes on view, Gem's Dean Van-Velsen confirms trade partnership

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**E3 2005 REVIEW**  
What did it all mean? MCV runs through the best games and the big format news

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# PS3 firmly on Euro horizon

After Sony stuns the world with its new PlayStation, hopes rise that there may not be a year between Japan and Euro launch this time

by Stuart Dinsey

AS KEN KUTARAGI waved the PlayStation 3 in front of the world at E3 and said "Spring 2006" everyone in Europe and other PAL territories muttered "Yeah, right" not so quietly.

But MCV understands that Sony insiders do not expect the kind of delay on roll-out that has been seen on previous static console systems and, most recently, the PSP handheld.

Kutaragi gave no further detail on which territories would get the PS3 when - trade speculation settling on a landing outside of Japan and the US by Christmas 2006 at the very earliest and, most probably, March 2007.

But Sony Computer Entertainment Europe now

serves a huge market which has edged past the US in terms of PS2 business, and it is confident that a change is coming.

MCV also understands that PSP's late roll-out here was not for the want of trying.

**Privately, Sony does not expect a PSP-style delay for PS3 Euro launch.**

Day and date with Japan for PAL PS3 is unlikely, but a target of September 2006 would still be a huge boost to the trade.

Publishers want to believe, but need convincing. "The earlier PlayStation 3 gets to us the better, but even spring next



Sony Computer Entertainment's global chief exec Ken Kutaragi is hoping that the PS3 will not suffer the usual PAL roll-out delays

year in Japan was a surprise. Here by next autumn? Wow, that's hard," said Electronic Arts' European boss Gerhard Florin.

In truth, the UK, European and other PAL markets are unlikely to get a straight answer on launchdate for some time.

But there is a determination, driven by Kutaragi at the very top, to avoid any repeat of the agonising wait for PSP.

## Back to business, as new show unites trade at last

by Lisa Foster

**SUPPLIERS** and retailers have reacted positively to news that the UK will host a major trade show this year.

After the collapse of EGN and ECTS, the new Games Market Europe has emerged - with low prices and a popular venue.

It will run on August 31st and September 1st at London's Business Design Centre.

The show is a collaboration between new company Tandem Events, set up by former ECTS event director Andy Lane, and communications and events specialist Barrington Harvey.

"E3 in LA was a phenomenal show this year, but is focused on the US visitor and we can never have as many of our team visiting as we would like," said GAME's deputy chief executive Lisa Morgan.

"So it makes absolute sense, when everyone's avidly tuning in to the exciting advances in our market, to have our own industry event."

Woolworths' entertainment boss Jim Batchelor agreed: "E3 is harder work each year. More and more games are shown behind closed doors. As with most things in America, it's 'Biggest is Best' but muscling past Texans in baseball caps on



your way to your next meeting is getting boring.

"The quality of the booths is fantastic but I'm sure more quality time in the UK would be better for everyone's business."

And HMV's games controller Neil Martin added: "In theory, such an event would be excellent - any opportunity to

further showcase gaming products beyond the E3 show to a wide audience has to be a positive thing."

Xbox distributor Gem has already confirmed support.

"We're already talking to the companies we work with about attending the event," said MD Paul Donnelly.



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# EA hopes next-gen will bring software innovation

Euro boss highlights lack of new ideas at the begining of the next generation ● Believes smaller dev teams will work around higher costs

by Dave Roberts

## ELECTRONIC ARTS'

European boss Gerhard Florin came away from E3 fired up by hardware potential, but still on the look out for software innovation.

Talking exclusively to *MCV*, he predicted that the next generation of consoles will take household penetration in PAL territories up to 50 per cent, but highlighted the lack of new genres or ideas in the early shows of software for the new systems.

"We're going to the next step over the coming 12 months. It's as important a leap as it was when PlayStation introduced 3D and the CD era. The important thing then was that it facilitated new genres and IPs – and that's

what we're not seeing yet this time round.

"Give the development community one or two years and then let's see what we've got. Currently, it's the same genres – driving, sports, etc. And the same mechanics – shoot and be quick with your fingers.

"The innovation will come naturally. Smaller studios who can't do projects like *The Godfather* will do something different, hopefully very different." He didn't, however, dismiss EA's own role in the ground-breaking stakes: "We'll do some ourselves and pick some up."

He also offered some views on the cost/creativity dynamic emerging in the next gen development field: "Sony says



dev costs will be comparative with PS2, that sounds surprising to me. But even if costs rise, smaller teams will find a way.



Just as the PlayStation facilitated the birth of new IPs such as *Tomb Raider*, so developers must rise to the challenge of a new hardware generation

Emotion and character will become more important, so skills like story-telling will come to the fore.

We're not looking at great big chunks of interactivity, we're looking at imagination."

● EA: 01932 450 000

## N-Gage brand evolves

NOKIA'S N-GAGE brand last week made its anticipated leap onto smartphone handsets, marking the latest stage in the evolution of its mobile gaming strategy. But the firm was quick to deny it was pulling support for the dedicated QD platform as a result.

N-Gage functionality and branding will feature in Nokia's forthcoming range of smartphones due in the first half of 2006, compatible with existing QD software and set to receive dedicated titles to take advantage of the greater power of the handsets.

"It's about expansion; putting the N-Gage experience onto other handsets," Nokia director and general manager

of games Gerard Wiener told *MCV*. "We're trying to expand the installed base, the channel and the experience." The company expects a massive 250 million smartphones to be sold by 2008. "It's a no-brainer for us."

The N-Gage-enabled smartphones will offer "lighter, easier games with a softening of the marketing" according to Wiener, which will not be compatible with QD. But Wiener insisted QD is not being abandoned.

"We will continue to support N-Gage QD in the channel," he said. "Ten games were announced at E3. There are great new Arena features."

● www.nokia.com

## Spring '07 launch for PAL Revolution

Nintendo eyes next-gen roll-out strategy to mirror DS launch ● Retail expects GBA SP price cut in wake of Game Boy Micro release later this year

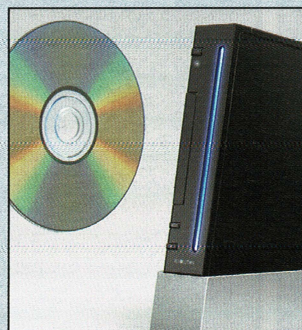
by Johnny Minkley

### NINTENDO'S GAMECUBE

successor looks certain to be the final major next-generation platform to launch in all territories – with sources close to the Japanese giant suggesting the system will not hit PAL territories until Spring 2007.

And with Nintendo's new Game Boy Micro set for a global roll-out later this year, retail is anticipating a price cut for SP, as the new handheld comes to market.

With Xbox 360 out later this year and PS3 slated by Sony for a spring '06 launch, Nintendo refused to be drawn on its own



timings during last week's pre-E3 conference call.

But speaking to *MCV* after the event, a senior Nintendo source outlined the company's current thinking. "Revolution will launch towards the end of next year," the

source said. "We're currently looking at mirroring the DS strategy, so Revolution would release in the US first in November, closely followed by Japan – then we're looking at March 2007 for PAL territories."

Meanwhile, while Nintendo also refused to be drawn on pricing for its Game Boy Micro system, retail sources at the show said they had been briefed on what to expect.

"We've been told Micro will be priced between SP and DS," said one leading specialist boss. "We also expect SP to reduce in price to accommodate it."

● Nintendo: 01932 895390

### SELL-THROUGH TOP 10

Week ending May 21st	Source: GameGuide/Complete EPOS
1. <b>STAR WARS: REVENGE OF THE SITH</b>	LUCASARTS, PS2, XBOX, DS, GBA
2. <b>CHAMPIONSHIP MANAGER 5</b>	PS2, XBOX, PC
3. <b>FORZA MOTORSPORT</b>	XBOX
4. <b>LEGO STAR WARS</b>	PS2, XBOX, PC, GBA
5. <b>MIDNIGHT CLUB 3: DUB EDITION</b>	PS2
6. <b>FIFA STREET</b>	XBOX, PS2, GC
7. <b>SINGSTAR POPWORLD</b>	PS2
8. <b>GRAN TURISMO 4</b>	PS2
9. <b>SPLINTER CELL: CHAOS THEORY</b>	PS2, XBOX, GC, PC
10. <b>GUILD WARS</b>	PC

Source: ELSPA/ChartTrack

### INDIE ALL FORMATS TOP 10

Week ending May 21st	Source: GameGuide/Complete EPOS
1. <b>STAR WARS: REVENGE OF THE SITH</b>	LUCASARTS, PS2
2. <b>FORZA MOTORSPORT</b>	XBOX
3. <b>STAR WARS: REVENGE OF THE SITH</b>	XBOX
4. <b>CHAMPIONSHIP MANAGER 5</b>	PS2
5. <b>CHAMPIONSHIP MANAGER 5</b>	XBOX
6. <b>LEGO STAR WARS</b>	PS2
7. <b>TT SUPERBIKES</b>	PS2
8. <b>LEGO STAR WARS</b>	XBOX
9. <b>RESIDENT EVIL 4</b>	GC
10. <b>KESSEN III</b>	PS2

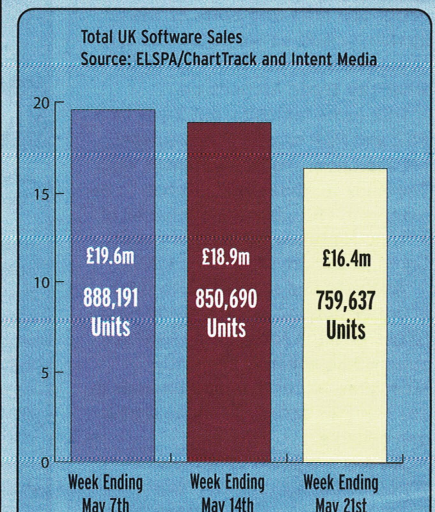
Charts compiled by Game Guide/Complete EPOS Solutions.

### PRE-ORDERS TOP 10

Week ending May 21st	Source: Amazon.co.uk
1. <b>GRAND THEFT AUTO: SAN ANDREAS</b>	ROCKSTAR, XBOX, PC
2. <b>BATTLEFIELD 2</b>	PC
3. <b>GTA: LIBERTY CITY STORIES</b>	PSP
4. <b>GOD OF WAR</b>	PS2
5. <b>JUICED</b>	PS2, PC, XBOX
6. <b>THE SIMS 2</b>	MAC
7. <b>TEKKEN 5</b>	PS2
8. <b>WIPEOUT PURE</b>	PSP
9. <b>MOH: EUROPEAN ASSAULT</b>	XBOX, PS2, GC
10. <b>MX VS. ATV UNLEASHED</b>	PS2, XBOX

Source: Amazon.co.uk

### MARKET VALUE







## COMMENT

## Escape from LA

THOSE WHO attended E3 should be proud to have been part of the most exciting trade show in the games market's history.

As one exec said: "Show news made the front section of papers all over the world. Not so long ago, we'd have been happy just to make the front section of MCV."

And if it hadn't been so dark in the big halls, and there hadn't been 70,000 others there, those who did go might have noted the huge number of UK and Euro visitors.

The show was a success. But ask people if they felt they could get around everything, see everyone, keep to their schedule, deal with the LA traffic, and frowns appear.

For this reason 'E3 Week' has emerged, with Microsoft, Sony, Nintendo and Nokia making their statements offsite up to 48 hours before the hall doors open.

It's a mega-show alright, but it simply cannot serve every local market purpose.

GAME and Woolies' complaints that they could not get onto certain booths or into certain previews, plus the frequent refrain of "let's

**E3 is a mega-show. But it simply can't meet every local market purpose.**

meet when we get back" surely suggests that there really is a need for a tightly focused, cheap to attend, trade-only show in London.

A return to the Business Design Centre (with the promise of cheap booths, reduced noise and good old fashioned deal-making) is being offered by Games Market Europe. Running on August 31st and September 1st, its emergence has to be a good thing.

The London show won't have the flashing lights of E3. If you want that, don't go. It won't be format driven or even news driven. It will be people driven. Business driven.

And it's in an international city. Who really wants to go to Leipzig? Ever tried getting there?

This new event will hopefully be about the nuts and bolts of the business. And as we enter the E3 comedown period, that has to be what the trade focuses on.

PS3 looks fantastic, but it will be PS2 and PSP driving the business between now and well into next year. The Xbox to Xbox 360 shift has to be managed. The sales opportunities of a flying Nintendo DS and very neat Game Boy Micro have to be taken.

Analysts and media like to think about tomorrow, but the trade has to get through today first. Ask the super-indie which is currently struggling to survive long enough to see the PSP arrive, let alone a next-gen console.

We can't stay on LA time forever. Welcome back to the real world.

Stuart Dinsey

# Soaring Ubi asserts independence

UK boss Rob Cooper insists: "We'll stay independent" ● King Kong star of acclaimed E3 line-up

by Johnny Minkley

WITH ITS stunning *King Kong* title widely acclaimed as one of the games of the show and the lid lifted on its first next-gen offering, Ubisoft used E3 as a show of strength and to reassert its independence.

The French publisher has been the subject of repeated speculation following US rival Electronic Arts' shock aggressive acquisition of a 19.9 per cent stake in the company late last year.

But speaking exclusively to MCV at last week's trade event, Ubisoft UK MD Rob Cooper insisted the company had no intention of losing its independence, pointing to the strongest software line-up in the company's history.



"The company is very ambitious and there is great loyalty here that you cannot buy," he said. "We have aggressive plans and an optimistic attitude - we fully intend to remain

independent. We are on the crest of a wave, we're ready for the next-generation and we want to see our plans through."

Cooper (pictured) did, however, state that he believes

the publishing community will consolidate to "four to five companies running the industry," but he added he did see a role for smaller companies to "survive in niches."

The highlight of Ubi's E3 showing was a title based on Peter Jackson's movie remake of *King Kong*. The behind-closed-doors presentation, rumoured to have been attended by Steven Spielberg, was hailed by critics as one of the stars of the show. Other major software on display included a new *Prince of Persia* title for GBA, GC, PC, PS2 and Xbox and the company's first Xbox 360 game, *Ghost Recon 3*.

"Every year we are resetting the benchmark for quality gaming," Cooper added.

● Ubisoft: 01932 838230

## New Euro power rises

EASTERN EUROPE now has its first major publisher, developer and distributor in the form of 1C, which has acquired 100 per cent of Cenega's distribution and publishing business. Cenega, which boasts offices and a market share of over 30 per cent in Czech Republic, Slovakia and Poland, will now become part of 1C, the leading games company in Russia, CIS and the Baltic states. The move is part of 1C's plans to build a multi-office distribution network which will cover all major Eastern and Central European markets.

"The agreement allows our company to provide a unique solution for distributing titles in Eastern and Central Europe, which includes 18 countries and hundreds of cities," said Nikolay Baryshnikov, international sales director at 1C. "For the first time ever



publishers will have an opportunity to distribute their titles through a single network that covers a vast territory."

1C will now dominate the market in Eastern Europe, a territory with a population exceeding 330 million with a market worth over 250 million euros. 1C and Cenega's combined portfolio will reach over 60 titles, which are to be released across the major home consoles and PC in 2005 and 2006. 1C now also assume publishing rights for Cenega's upcoming titles.

● int.games.1c.ru

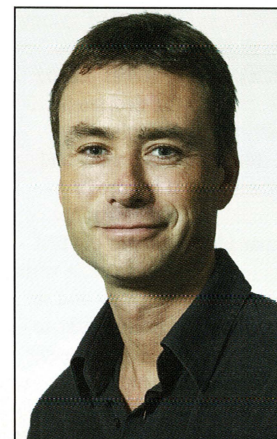
## Sega eyes acquisitions as FM heads to Xbox 360

CONFIDENT SEGA

continued to target a top-three publishers position at E3, revealing that it was eyeing further acquisitions in the next year to boost and expand its software portfolio.

The firm acquired acclaimed *Total War* developer Creative Assembly back in March, and has also set up a UK-based Racing Studio on the past few months.

Speaking to MCV, recently promoted UK MD Alan Pritchard said: "We expect to complete more acquisitions - but we're not going to panic buy. However, we can't become a top three publisher with our current resources. We need at least six triple-A products in a calendar year.



PRITCHARD: Looking to expand

Pritchard further revealed that an Xbox 360 version of *Football Manager 2006* would release later this year alongside the PC, Mac and PSP versions.

● Sega: 020 8995 3399

## INDUSTRY OPINION

Are publishers powerless to stop heavy discounting in the UK?

Ray Aldridge,  
Discbox

Publishers could reduce prices if they wanted to, but they don't. When they sell games to supermarkets for so much less than they sell to indies, what can we do? How do you enforce street dates? All we can really do is have some sort of written agreement enforcing a minimum price.

Tris Marsh,  
The Entertainment Store

Gaming is bigger in the UK than in the rest of Europe so retailers are more desperate to get a larger piece of the pie. Also, they can sell more units in this country so can afford to cut prices more. Either Trading Standards has to take some positive action, like enforcing minimum price policies, or else the multiples have to be banned from selling games.

Ronnie McColm,  
Discover

Sony's recent comments are patronising. We'll end up like America at this rate with nothing but K Marts to buy our shopping from. Distributors simply aren't willing to help indies. Indies must get games cheaper so they can compete. I just want the same price, even if I'm only selling 10 and not 1,000. Sale or return wouldn't hurt either.

Paul Oppenheim,  
The Games Company

Publishers know full well what's happening and I don't believe for a moment that there's nothing they can do. There needs to be some sort of legal policy that regulates price and enforces full RRP. Companies could easily be forced to sign a contract upon purchase of the game from a distributor that forces them to sell at a certain price.



# VU ready to buy again

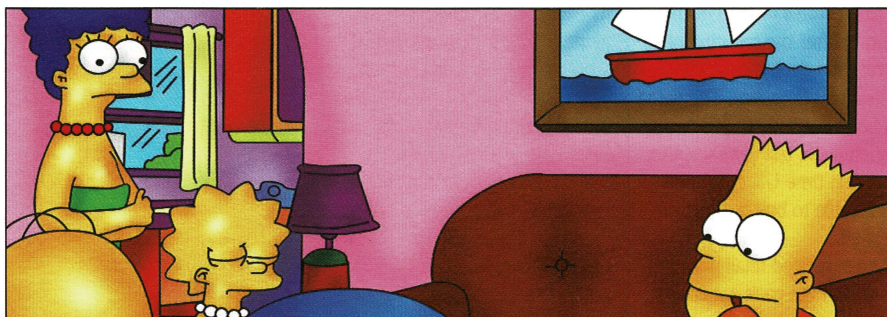
Parent company hunting game and music companies as expansion grows after stellar Q1 results

by Stuart Dinsey

**FRESH** from reporting a good first quarter performance from its VU Games division, media giant Vivendi Universal has predicted further studio acquisitions.

Now firmly on the mend after being offered for sale several times, VU Games, and particularly *World of Warcraft*, was singled out for praise by its parent this week.

The group owns the world's biggest music publisher Universal and French telecoms beast SFR-Cegetel. It beat analyst forecasts by reporting Q1 earnings of €877m.



Vivendi has funded swoops for Simpsons Hit & Run studio Radical and Swingin' Ape in the past two months

VU Games has survived a sale of assets netting the company €22 billion since collapse three years ago.

Radical Entertainment, maker of Simpsons and Hulk games amongst others, was

bought in March, whilst VU's Blizzard Entertainment division snapped up Swingin' Ape Studios earlier this month.

As well as unveiling a line-up that included new game IP such as *50 Cent: Bulletproof*,

and *F.E.A.R.*, the message went out at E3 that Vivendi is looking for small or medium sized acquisitions – with game developers and music companies likely targets.

• **VU Games: 0118 920 9100**

## A4T emerges from Bigben MBO

A **NEW** games outfit has emerged from the ashes of Bigben UK.

Andrew Shephard and Bill Stirling (both pictured), former directors of the UK subsidiary of French distributor Bigben have completed an MBO, resulting in the emergence of Accessories 4 Technology.

A4T has acquired the 4Gamers peripherals range, the 4Tunes brand, used on a range of accessories for the iPod, plus the Dance: UK, Dance: Europe and Dance: USA franchises, from the administrators of Bigben UK.

Bigben Interactive UK was placed into administration on



April 8th (*MCV 15/4*). The MBO team comprises MD Andrew Shephard, sales director Bill Stirling, finance director Phil Hasketh and commercial director Alison Granaghan.

"The key focus is the accessories marketplace, which

has always been one of the core competencies of the business," said Shephard. "Over the past five years we have built the 4Gamers gaming accessories brand into a very significant player in this dynamic marketplace."

• **A4T: 0161 475 0010**

## Catz on 'trak

In2Games has signed an exclusive international distribution agreement with Mad Catz.

The peripherals giant has been granted rights to distribute In2Games' Gametrak *Real World Golf* to retailers in the UK, Ireland, France, Scandinavia, New Zealand and the PC market in Italy.

"Real World Golf represents a revolution in game interactivity," said Mad Catz CEO and president Darren Richardson. "This is another opportunity to leverage our access to the distribution channel and drive additional revenue streams."

• **In2Games: 07818 048961**



## Ken quits Coders

The changes continue at Codemasters, with marketing director Ken Johnson stepping down from his role.

Johnson joined the Britsoft publisher a year ago, having formerly enjoyed successful stints at Pepsi and David Lloyd Fitness. He has left the company for personal reasons, but *MCV* believes that Johnson is keen to continue to work within the games industry going forward.

• **Codemasters: 01926 814132**

# E3 a record breaker

**THIS YEAR'S** E3 proved to be a resounding success, as a record 70,000 industry professionals came together to see, hear and drink their way through the world's premier interactive entertainment trade show, held in LA.

The show took in visitors from 79 countries, and featured around 400 exhibitors showing off over 5,000 video game products, 1,000 of which were seen for the very first time. The 540,000 square feet of exhibition space also saw the fastest sell-out in five years.

"E3 Expo has once again delivered the latest industry advances, across thousands of feet of exhibit space where



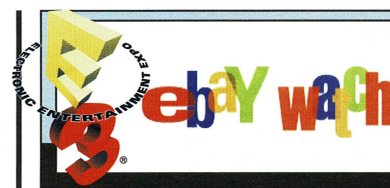
Over 70,000 industry professionals attended E3 2005

attendees conduct business, showcase the newest products, network and connect with industry leaders," said ESA president Douglas Lowenstein. "E3 has consistently been the exclusive venue to launch the product and showcase the groundbreaking innovations

that shape interactive entertainment."

The best games at the show were selected by a panel formed of US specialist press, with *Zelda: Twilight Princess* taking game of the show. *Starcraft: Ghost* was singled out as best action game.

• **www.e3expo.com**



**MCV** takes a look at some of the more unusual video gaming products from this year's E3 up for grabs on eBay...

**PRICE**

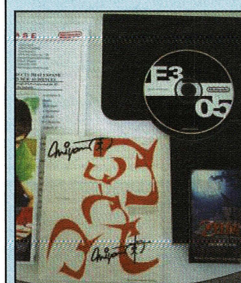
**PlayStation 3** £720.00

**Microsoftxbox360.com domain name** £279.41



**E3 Xbox 360 fascia** £126.00

**Mario Kart mini radio-controlled racers** £54.76



**Zelda media pack including trailer for DS** £48.56

**www.sonyps3s.net domain name** £10.50

**E3 exclusive Zelda: Twilight Princess T-Shirt** £8.49



**Mario Kart DS Stylus** £8.74

**Metal Gear Solid 4 promo pack** £8.17

**Nintendogs key chain and phone cleaner** £5.45

**Soul Calibur III calendar** £5.45

**EverQuest II/Nvidia T-Shirt** £5.45

**Official E3 press cap** £5.45

**E3 Media blow out DVD** £4.99

**Official E3 2005 guide** £2.71

**Nintendo.revolution @hotmail.com email address** £0.99



## Newsires

### Last call for golf

There are very few remaining places available for the ESC Golf Day, taking place on Wednesday June 8th at The London Club, Brands Hatch, Kent. Teams participating so far include Koch Media, EA, Capcom, Climax, ELSPA, Square, Zoo, Atari, Centresoft, NC Soft, Sega, THQ and Midway. For more information contact Bethan Lewis at Midway on 020 7382 7720.  
[www.escuk.org](http://www.escuk.org)

### Next-gen feels the Force

LucasArts unveiled a Star Wars led line up at E3 and confirmed a next-generation Indiana Jones. *Star Wars Battlefront II* for PSP will be LucasArts' first handheld title, and a version is also in the works for PS2, Xbox and PC. Another title based on the sci-fi licence will be *Star Wars: Empire at War* for PC, due in Spring 2006.  
[www.lucasarts.com](http://www.lucasarts.com)

### Blizzard buys Swingin' Ape

Blizzard Entertainment has completed the acquisition of development studio Swingin' Ape. The team will form the foundation for Blizzard's new console division that will continue development on *Starcraft: Ghost*, a title that Blizzard originally handed to Swingin' Ape to co-develop.  
[www.blizzard.com](http://www.blizzard.com)

## Toontown goes retail

DISNEY'S award-winning MMORPG *Toontown Online* is set to hit stores in the UK this summer after the securing of a distribution deal with Greenstreet Software. The game has been available to purchase online for the last year and this is the first time UK customers will be able to buy it direct off the shelf.

The suggested retail price is £6.99, and the pack entitles players to one month's free online play and five free bonus games. Toontown has recently started a large advertising campaign on channels including Jetix and Nickelodeon and is planning print and online campaigns along with promotion on Capital Disney Radio.

"This is a unique title that encapsulates all the family values that consumers expect from Disney so we're confident it will be a success within retail. It's a great idea brilliantly executed and is sure to be a winner with consumers and retailers alike," commented Greenstreet CEO Jeff Fenton.

• [www.disney.co.uk/toontown](http://www.disney.co.uk/toontown)

## Just Smiles at indies

Distributor to bring kids' console to more stores

by Neil Long

VTECH is looking to increase its presence in the specialist games market through a deal struck with Just Distribution. The move follows the success of the V.Smile TV learning system, a games console for pre-school children that has seen impressive sales in the UK and US. And VTech looks to forge links with independent and online games retail as a result of the agreement with Just.

"It is becoming more and more apparent that the toy and gaming industries are only a hairs breadth apart," said Andrew Blumson, director of Just Distribution. "More parents are shopping both online and in specialist gaming outlets which opens doors to companies such as VTech."

VTech plans to build on the success of the pre-school brand with the launch of V.Smile Pocket, a handheld gaming system set for release in June. "The partnership with Just is designed to open doors for the brand and for the company



Blumson: "More parents are shopping in specialist outlets"

through its expertise in the gaming market, which will help support the introduction of the V.Smile Pocket," commented VTech UK MD Andrew Dickson.

"Reflecting the increasing convergence of the toy and gaming industries, the V.Smile brand represents a unique proposition at retail and enables us to target both High Street and specialist gaming outlets."

• VTech: 01235 555 545



## Audio extras for PSP

LOGIC 3 has unveiled the first of many accessories for the PSP set to launch with the machine upon its European release.

The PSP Sound System is a portable speaker system designed to create a 'mini theatre' experience for the handheld, retailing at £49.99 including carry case. The PSP Sound Grip is a more compact speaker system designed for on the move gamers with £19.99 to spare.

Additionally Logic 3 will be releasing a PSP Car Charger, portable Solar Charger and Rechargeable Battery Pack. There is also the PSP Starter Pack, set to retail at £14.99, which contains a number of items including carry case, USB data cable and screen protector.

• [www.logic3.co.uk](http://www.logic3.co.uk)

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## Mastertronic eyes Euro expansion

**THE MASTERTRONIC** Group has appointed Momentum to take the brand to mainland Europe. Three PC value games brands - PC Gamer Presents, MAD and Sold Out - will go direct to retail in some territories and through distribution partners in others, led by Momentum's Adam Prichard.

"We have spent the last 18 months building the business in the UK so that we are the number one unit selling PC value business," said Mastertronic boss Andy Payne (pictured). "It is now time to consolidate our operations and invest resources in growing the export business."

• [www.mastertronic.com](http://www.mastertronic.com)



## 360 sticks with Gem

Microsoft partnership continues for next-gen machine

by Ben Parfitt

**AS RETAIL** raves over Microsoft's comprehensive showcase of its next generation hardware at E3, Gem Distribution has confirmed that it will be Microsoft's official distribution partner for the Xbox 360 console in the UK, due out in time for Christmas 2005. The firm will also continue as a distribution partner for the current Xbox hardware.

"We are delighted to once again be partnering with Microsoft for the UK launch of the Xbox 360," commented Gem marketing director Dean Van-Velsen (pictured). "We

look forward to the unveiling of the high definition gaming era and delivering an amazing experience for all our partners."

Meanwhile, Microsoft has also extended its deal with Thomson, which through its Technicolor Home Entertainment Services unit will continue to provide manufacturing services, packaging assembly, distribution and logistics management support for Xbox. "We are proud to continue and extend our successful partnership with Microsoft," said Technicolor president Quentin Lilly.

• [www.gem.co.uk](http://www.gem.co.uk)

## EA backs Gizmondo

A **CO-PUBLISHING** deal with Electronic Arts may be just what Tiger Telematics needs to boost mainstream interest in its Gizmondo handheld - with the company announcing a deal that will see *FIFA 2005* and *SSX 3* arrive on the unit.

The announcement came on the back of a major showcase of the system at E3, occupying a booth alongside Microsoft.

"Each of these titles represents another step forward for us in delivering mainstream games content," said Carl Freer, co-founder and chairman of Tiger Telematics. "A co-publishing relationship with EA has been a priority goal for us from the outset."

Meanwhile, a US release date for the Gizmondo has been set this year for August 11th, with Freer commenting: "The North American market is hugely important to us."

• Gizmondo: 01252 557 100



## Newswires

### Namco merger boosts profits

Namco has posted record group pretax and net profits in fiscal 2004 thanks mainly to strong sales of video games and a range of one-off gains. In its last consolidated earnings report, prior to the September merger with toy maker Bandai, pretax profits for the year ending March 31st were ¥14.59billion, up 1.1 per cent, with net profit at ¥9.46billion, up 25.4 per cent.

[www.namco.com](http://www.namco.com)

### TIGA conference confirmed

Following last year's best practice conference held in Leeds, TIGA has announced a 1.5-day conference in Newcastle on July 4th and 5th on best practice in outsourcing and off shoring. The event will launch the new TIGA outsourcing database service, host best practise workshops and provide forum and exhibitions areas to display and demonstrate services.

[www.tiga.org](http://www.tiga.org)

### EA increases Illusions stake

Following the close of the acceptance period for EA's offer to shareholders of Sweden's Digital Illusions, 807,428 shares have been sold to EA. Electronic Arts now controls over seven million shares, holding 67.8 per cent of the outstanding capital and votes in Digital Illusions. If EA purchases 2,327,602 additional shares this corresponds to 73.8 per cent of the outstanding capital and votes.

[info.ea.com](http://info.ea.com)

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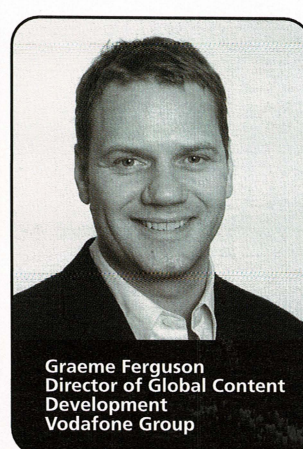
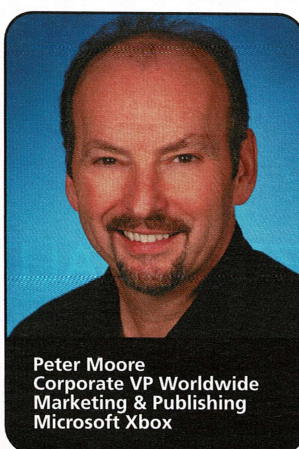
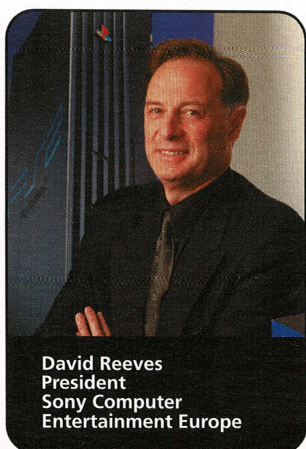
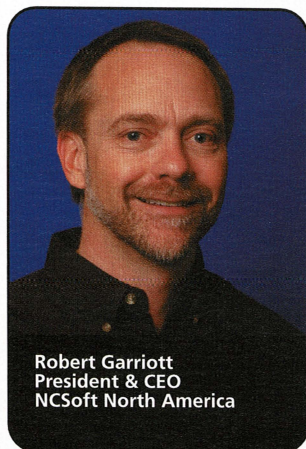
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# Best In Show

E3 2005 in a word? Bedlam. This was the year the show hit meltdown as a frenzied throng descended upon the Los Angeles Convention Center in the expectation of three next generation platforms making their worldwide debut. **Kristan Reed reports...**

**THIS YEAR'S SHOW** promised to be a next-gen bonanza, but in truth it was all about the hardware. Game wise, attendees were largely restricted to a few (incredibly impressive) teaser videos at the pre-show press conferences and frustratingly little hands-on action for the assembled gaming junkies. Like it or not, this year's E3 was still very much a show focused on the current gen.

## PLAYSTATION 3

Sony claims it has the most powerful next gen platform, and if the tech demos of *The Getaway* and *Fight Night Round 3* and video clips of the likes of *Motor Storm*, *Killzone 2* and *Heavenly Sword* are anything to go by at all, the PS3 will truly take the visual fidelity of gaming to the next level.

The problem is, pundits and gaming aficionados remember similarly impressive technology demos and hollow buzzwords such as 'Emotion Engine' prior to the PS2 launch, and await further proof before getting overly excited by Sony's showboating. Claims that the footage was rendered has been repeatedly rebuffed; cautious optimism remains.

Disappointingly, only the sleek and stylish case design was actually showed off at E3 itself, and that was behind closed doors. It looks better in the 'flesh', but the 'boomerang' concept pad design went down like a racist gag in Brixton.

## XBOX 360

Microsoft's overenthusiastic pre-E3 press conference was dogged by Peter Moore's marketing gobbledygook that spoke of the 360 being the 'Zen' of gaming, the controller being "an extension of your body" and that gaming would be "like living a lucid dream". Just as well there was a quality line-up of titles.

Epic's marvellous-looking *Gears Of War* was largely identified as the most exciting title to watch out for, while the ultra-realistic *Project Gotham Racing 3* looks set to become the benchmark for driving games. The problem was, again, neither game was playable at E3, and Microsoft shot itself in the foot by marginalising the 360's presence on its vast stand to a handful of uninspiring 'controlled' demos that encouraged the crowds to watch a Microsoft employee run



through a presentation.

Bizarrely, on the show floor itself there were playable 360 games, but only Sega's *Burnout*-inspired *Full Auto* got the pulse racing. The chuggy, gritty and gratuitous violence in *Condemned* lacked the required spark, while EA's *Need For Speed: Most Wanted* was pretty, but hardly in Zen gaming territory. Most 360 watchers wanted to see the new titles: *Lost Oblivion*, *Blue Dragon*, *Ninety Nine Nights*, but sadly none were in evidence. A missed opportunity for Microsoft to capitalise on the excitement rippling through the show.

Behind closed doors Remedy's currently unsigned

what *Burnout* did for driving.

Ubisoft's multi-format *King Kong* looks certain to push licensed titles to new heights with its heady combination of first-person spear chucking and third-person beat-'em-up pyrotechnics - all with some of the best visuals ever seen.

Continuing Ubi's excellent run of form on multiple formats, *Prince Of Persia 3* returns to the beloved *Sands Of Time* style with much success, while *Rainbow Six: Lockdown* drags the tactical shooter franchise up to a new visual quality.

Capcom's arthouse third-person shooter *Killer 7* won plenty of admirers, as did the

ever. Even *Crash Tag Team Racing* looks a nailed-on chart success, while the potty mouthed *Scarface* will help fill the *GTA* void.

THQ, meanwhile, has a number of classy titles, including hilarious B-movie pastiche *Destroy All Humans*, not to mention *Full Spectrum Warrior 2*.

Honourable nods also go out to the revived *Tomb Raider*, Sega's *Shadow The Hedgehog*, Sci's *Conflict: Global Terror*, LucasArts' *Battlefront 2*, Activision's comic book-style *Ultimate Spider-Man*, Molyneux's *The Movies* and EA's *The Godfather*, not to mention almost its entire line-up (not that

***There were playable 360 games, but only Sega's Burnout-inspired Full Auto got the pulse racing.***

*Alan Wake* was easily one of the games of the show, and will be a key title.

Various preview events prior to the show promised much excitement ahead for the 360 as well, with Activision confidently showing off *Quake IV* and *Call Of Duty 2*, Capcom debuted the madcap zombie fest *Dead Rising*, while Ubisoft revealed the promising next-gen tactical shooter *Ghost Recon 3*.

## MULTI-FORMAT:

Top of the list of 'how the hell did they do that?' titles was Criterion's ultra-destructive *Black* on PS2 and Xbox, promising to do for the FPS

beautiful *Okami*, while *Devil Kings* takes the *Devil May Cry* team into feudal *Dynasty Warriors* territory with success.

Atari surprised many with Shiny's technically outstanding *The Matrix: The Path Of Neo*, and gained huge kudos with the wonderfully original title *Fahrenheit*, snatched from under the noses of VU Games, which passed up the game last year.

VU Games, though, had another good E3, with third-person stealth action title *Starcraft Ghost* looking every inch a triple-A game, while *The Incredible Hulk* looks certain to deliver on its rich promise of being the most destructive game

you should need reminding).

Beyond that, the multi-format malaise rather dissolved into a soup of predictable but worthy titles that we don't have room for in these hallowed pages.

## XBOX

With Microsoft having now washed its hands of the current generation, *Half-Life 2* took centre stage as the format's big scalp and does a fine job of approximating the PC classic. Elsewhere, Aspyr's *Stubbs The Zombie* caught the eye, while THQ's *Moto GP3* will again claim the honours as the best motorbike racer around.

## GAMECUBE

Look out for *The Legend Of Zelda: Twilight Princess* and the new *Pokémon* RPG, while hardcore gamers will also be screaming for *Fire Emblem* and the long-delayed *Geist*.

## PS2

Top of the list of exclusives was the hugely promising pseudo *ICO* sequel *Shadow Of The Colossus*, closely followed by this summer's best game *God Of War*. Also look out for more Sony family fun in the shape of music quiz game *Buzz* (complete with buzzer controllers), more *Singstar* madness, the delightful *We Love Katamari*, beat-'em-up essentials *Soul Calibur III* and *Tekken 5*, and, of course, the hugely important *Resident Evil 4*.

## HANDHELD

New PSP titles were thin on the ground post-US launch, but of those that made their debuts, **Rockstar's** *GTA: Liberty Stories* is undoubtedly the most significant and should be out shortly after the European launch, while other PSP-exclusives like *Virtua Tennis World Tour*, *Football Manager 2006* and *Daxter* jumped out as being the most desirable on show.

On the DS, *Mario Kart* took centre stage for good reason, being one of the two titles to launch Nintendo's wireless online service, along with the more niche *Animal Crossing*. Canine pet 'stimulator' *Nintendogs*, meanwhile, could end up being the biggest handheld title this year if its roaring Japanese success is anything to go by.

The GBA had a quiet show software wise, though, with most of the attention focused on the new Game Boy Micro.

## PC

Plenty of must-have exclusives for PC owners, notably *Quake Wars*, *Age Of Empires 3*, *Football Manager 2006*, *Unreal Tournament 2007*, *Civilisation IV*, *Dungeon Siege 2*. But little risk-taking in truth as publishers mine the less piracy-prone console platforms.

After the promised upsurge in PC interest post *Half-Life 2* the format has settled back into a familiar groove.

**EUROGAMER**

Kristan Reed is editor of Eurogamer





# Centre of attraction

Microsoft went early with its news and will be first to have a next-gen machine. But if anyone stole the show in LA it was Sony. And within that company's landscape, there is an unstoppable emergence of the huge collective of territories that sit outside Japan and the US. **Stuart Dinsey reports...**

**THIS WAS** the biggest E3 for Sony Computer Entertainment Europe. Not just because of its proposition (PS2 longevity, PSP launch and a frighteningly passionate PS3 love-fest), but because its contribution to the PlayStation global force was properly recognised.

inventiveness on PS2 (from new *EyeToy* and *SingStar* titles to the new *Buzz!* quiz concept). Even two of the real-time technical PS3 demos were made by SCEE.

Passing of the new PALs act meant a Hollywood Palladium set for president David Reeves and something extra on the bill.

***"If E3 was Round 1, then clearly some of our competitors forgot to put their gloves on"***

*Phil Harrison, SCEE*

Yep, even the Americans and Japanese had to listen.

After IBM said it loved games really and Nvidia dazzled us with the size of its graphics processor, things got down to markets and software.

Amongst the best from Epic, Insomniac, Rockstar, Konami, Capcom, EA and more, the Euro-developed demos shone brightly. Martin Kenwright's *Evolution* nearly stole the show with *MotorStorm*, only to be edged by Guerrilla's *Killzone*.

Both are part of an SCEE stable that also boasts Liverpool (*F1*), *Ninja Theory* (*Heavenly Sword*), London (expect more from *The Getaway*) and more

We got SCEE studio boss Phil Harrison's PS3 presentation and we even got Mr PlayStation himself, Ken Kutaragi.

SCEE has never been so successful. Never so important to retailers, developers and publishers (music and movie sorts too). Never so integral to the plans of Sony in Japan.

No wonder Harrison was in confident mood. "The world witnessed a once in a decade, or never to be seen again, moment when platform announcements were aligned. I'm not sure we will see three formats battle like this again at E3, or even on the High Street," he told MCV.

"The response to what we had to say was far stronger than we had expected and compared well to a relative lack of performance from others."

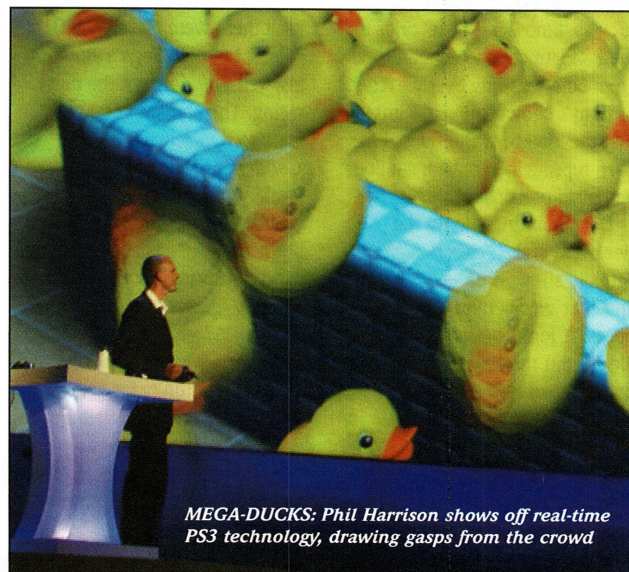
Harrison is talking about Microsoft and the Xbox 360. Even his on-stage gags worked during the PS3 demonstration, so he's decided to enjoy himself.

"This is not by any means the end of the fight. But if E3 was Round 1, then clearly some of our competitors forgot to put their gloves on."

"To anyone who says first mover advantage must mean something.... I say Dreamcast."

## HERE COMES PSP

- The PSP launches this side of the Atlantic on September 1st at £179 (€249). Sony Pictures Home Entertainment will have 19 movie titles available in September and 50 by end of 2005. US hardware sales are running at 100,000 a week
- Up to 29 games will accompany the launch of PSP. Amongst them will be *Ridge Racer*, *WipeOut Pure*, *F1 Grand Prix* and *Grand Theft Auto: Liberty City Stories*.



**MEGA-DUCKS:** Phil Harrison shows off real-time PS3 technology, drawing gasps from the crowd

## SCEE: THE MAGIC NUMBERS

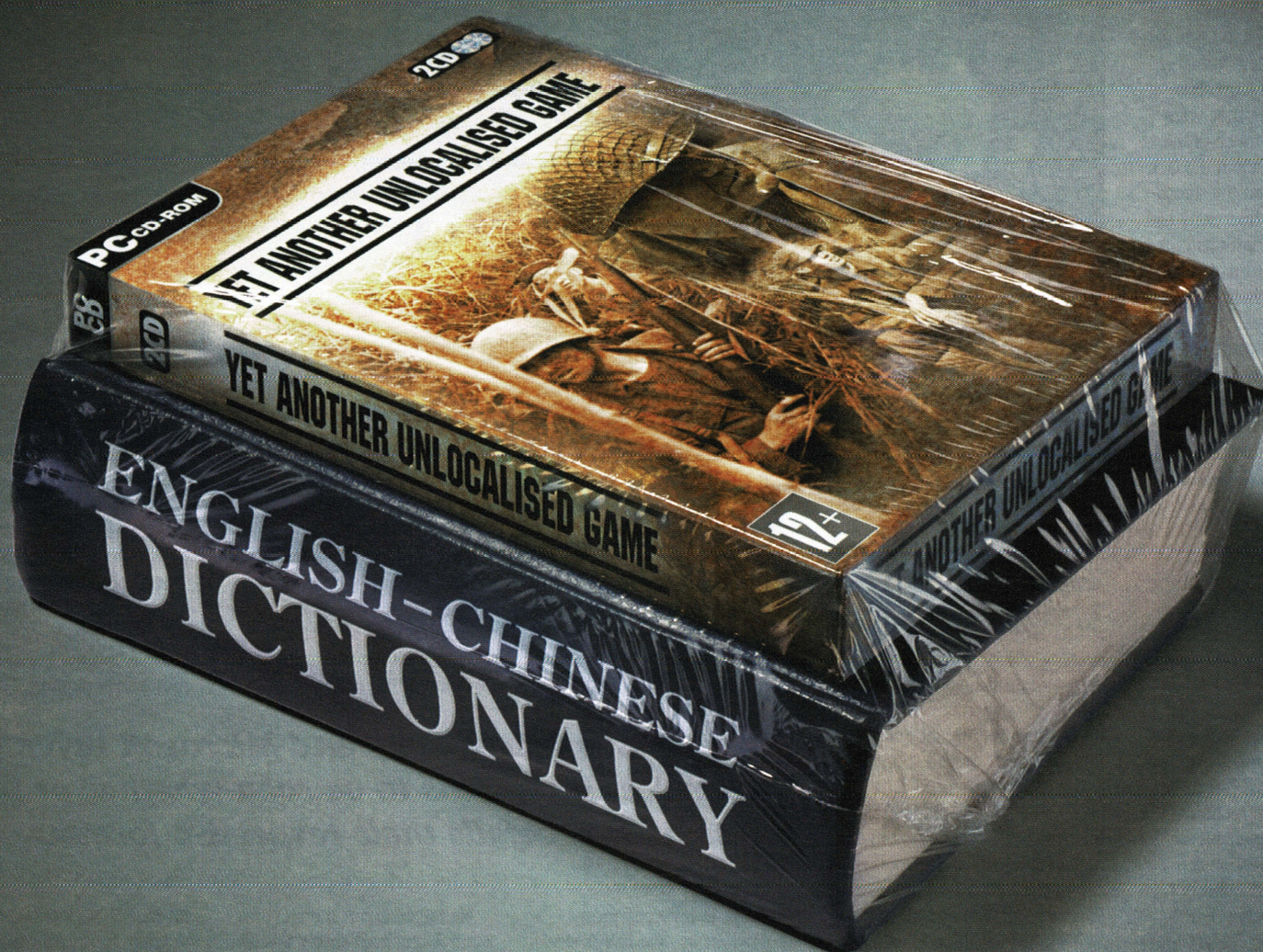
- SCEE sold 8m PS2s in the year to April. Up 37 per cent. The total installed base now stands at 30.2m PAL units.
- PS2 will hit 38m PAL homes by March '06 and 50m by 2010.
- PS2 is growing more than 20 per cent faster than PS1.
- The original PlayStation is at 40m PAL and 100m worldwide.
- *EyeToy* has sold 5m units in PAL territories and 7m worldwide.

## PS3 AT-A-GLANCE

- The PlayStation 3 has been promised for launch in spring 2006. Whether that means Japan, US, or everywhere, Sony isn't saying. And won't be for a while.
- PS3 will use Blu-Ray discs, holding six times as much data as DVDs. It will be backwards compatible with PSone and PS2.
- Other features include Memory Stick Duo, Compact Flash, a detachable 2.5 inch HDD port, up to seven controllers via Bluetooth, wi-fi connectivity and a further six USB slots.
- Third party publishers include Ubi, Atari, Bandai, Capcom, EA, Koei, Konami, Take 2, Namco, Sega, Square and many more.
- Sony's alliance with Nvidia gives studios access to mature dev tools, many having already been used for Xbox or PC.



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# Out of the 'box

E3 was billed by many as the stage for Microsoft's emergence as the next gen front runner. In the event there were no shortage of rivals and cynics looking to break its stride. Dave Roberts reports...

**THE XBOX 360** launch was quite a party – but it also suffered from quite a hangover. 24 hours after an executive team of Robbie Bach, J Allard and Peter Moore presided over the first Xbox 360 launch that involved slightly more substance than Frodo pointing at it, the *de rigueur* reaction was one of calculated ennui.

In fact, a post-show sweep of press chit chat illuminated the perfect collective noun for a bunch of cynical hacks on (largely) paid for trips to LA to see the unveiling of a new format – 'shrug'; a 'shrug' of journalists.

They bitched that they were underwhelmed by much of the software on show, about the lack of playable demos on the stands and, mostly, about how Sony had trumped Microsoft with its PS3 demos. They took turns to downgrade each other's opinions, and created a vicious circle – one 360 that Microsoft could definitely have done without.

In some senses, of course, this is the nature of the beast. As soon as the media's reaction falls short of 'awesome', it reverts to default setting: whining. And when in a crowd of one's peers, it's safer and easier to sneer than cheer.

So, in many ways, and in the *lingua* (sounds like) *franca* of much of the games press, Microsoft's response could be, simply, 'bothered?' It could also, quite justifiably, point out that what it was showing and selling were living breathing games that will hit the shops within six months rather than technology demos that may never hit anything but the headlines.

And it could *also* point out, as UK managing director Neil Thompson did, that the content was built on Alpha systems, and represents only around 30 per cent of what will be possible on the full machine.



The 'shrug' of journalists bitched that Sony trumped Microsoft's announcement, but the trade is delighted that Xbox 360 will be here by year-end

Another option, of course, is to analyse the content and not analyse the analysis; to ask what was said and what was shown at LA's Shrine Auditorium on the evening of May 16th? The nature of print mags and weekly deadlines might/should have made this a redundant question. But journalists moved so quickly and vituperatively onto their own and each other's opinions, that the facts themselves only had a few hours in the spotlight before the media turned it 180 – away from 360 and on itself.

Bach kicked off proceedings by declaring this "a watershed moment in the history of entertainment" – not 'video games', you notice. Anyone still

thinking in those terms just isn't up to speed. The 360, he insisted, will propel our business "to the centre of global pop culture".

Allard bounded out to focus first on the aesthetics of the box.

It is, he declared, "the product I've always dreamed of creating – simple, elegant, bright, optimistic, universal". He waved the new controller around with the ostentatious abandon of the newly wireless.

Bach returned to talk about Live, confirming that a free 'Silver' connection will be available out of the box – providing links to community strands, but not full-blown multiplayer gaming. The goal is

***E3 2005 was where Sony and Microsoft reversed their roles. It remains to be seen whether or not the same fate befalls their respective formats.***

Microsoft is generally pretty smug about its new baby's sleek lines, and emphasizes them at every opportunity – like an ugly duckling after an extreme makeover.

He talked about the HD era. But not much. Probably wisely. He then raised the stakes (and some eyebrows) by predicting that the 360 will "reach" one billion consumers. This was later spun as "touch" one billion people (the word 'consumer' rather implicitly signifying a commercial transaction).

Thompson put it in a more manageable context by dismissing the semantics and interpreting it as a clarion call to "at least start thinking in billions".

Allard certainly used the number as a cue to talk about mass-market ambitions: "We love the 18-34 year old gamer, of course we do, but we want to fill the couch up again, with all sorts of players."

for half of all 360 owners to upgrade to the full service.

Then it was time for the Killers to play some tunes, the Chemical Brothers to play some records, and it was as if the MTV show had never ended as Microsoft reinforced its mainstream credentials just a few hours after Sony had rolled out a presentation that had seen it head for the technological high ground.

E3 2005 was where Sony and Microsoft, in terms of profile and targets, reversed their roles. It remains to be seen whether or not the same fate befalls their respective formats.

Finally, philosophically, flippantly; if Bach said the original Xbox was still important to Microsoft and nobody wrote it down, did he really say it?

## THE CRUCIAL THREE

**Price:** No announcement. Speculation focusing on \$399 – and as much as \$59 for games.

**Launchdate:** Officially "for the holidays" – which probably means before Thanksgiving (November 24th). And it will hit all territories simultaneously

**Software:** At the launch event, Moore stated 25-40 titles "this year", with 160 in development. UK boss Thompson confirmed at least 12-15 at launch (including *Project Gotham Racing 3*, *Perfect Dark Zero*, *Kameo* and *Gears of War*). EA's studio boss Don Mattrick promised six EA titles on day one (including *Need for Speed: Most Wanted*, *The Godfather* and *FIFA 2006*). Bill Gates has subsequently confirmed *Halo 3* for next spring, provocatively observing that PS3 will "run right into" the next-gen version of Xbox's record breaking franchise. The big reveal on launch night was of Square Enix as a new partner, though the impact was dulled by the fact that the game it announced was the ageing *Final Fantasy XI*.

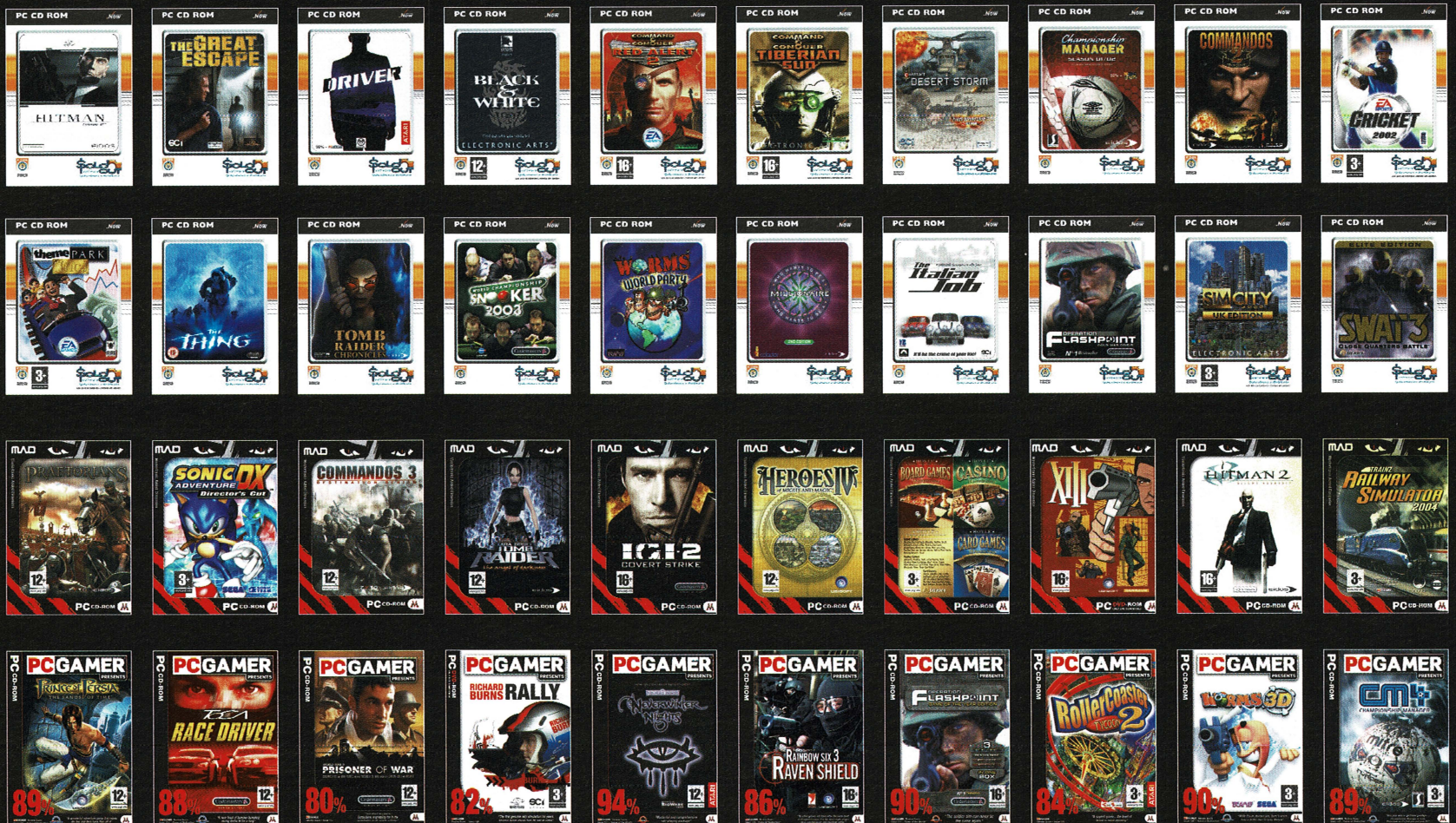




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# The now factor

The Revolution is coming, but at this year's E3 Nintendo instead chose to focus on the now. And with a new Game Boy, free global online play for DS and the long-awaited release of the final GameCube Zelda title, Nintendo's now is bursting with wow. **Johnny Minkley** reports...

**GOING LAST** was never going to be easy. And so it proved that Nintendo failed to arouse the same levels of excitement achieved by Microsoft and Sony in the previous days when it took to the stage last Tuesday morning.

Nintendo was always going to suffer in the great annual pantomime of this year's pre-E3 conference season. With all three hardware manufacturers having previously confirmed next-gen meat for this year, Nintendo's typical reticence sat uneasily alongside the sizeable member-shaking of Microsoft and Sony the day before.

But given the timescale for Revolution, Nintendo was – to a point – hamstrung. Nothing concrete was mentioned in the conference, but company officials later suggested a late '06 launch in Japan and the US, with a spring '07 launch in PAL territories.

Certainly too early to get too specific. But with Xbox 360 in final form and PlayStation 3 near-complete, the seething, sweating, mass of childish website 'CEOs' who packed out this year's event wanted, literally and metaphorically, some meat. Cue Iwata enthusiastically waving a prototype of the Revolution hardware before popping up a slide of colours the unit might eventually ship in.



*Iwata displays Revolution to the world at Nintendo's pre-E3 conference, outlining the firm's 'first steps to the next billion games'*

proved unfounded (*see boxout*). But despite the whoops and hollers of the (in all senses) massive fanboy contingent, knee-jerk online hacks slammed Nintendo for not showing any next-gen content.

However, the pre-show conference season is pure theatre, and if Nintendo had the weakest

Nintendo Now.

Game Boy Micro was the real surprise of the event. An elegant piece of technical wizardry, the unit is light as a feather, has the brightest, sharpest screen of any Nintendo handheld and is customisable with removable face plates. It looks and feels brilliant in the hand, is the first genuine pocket sized games console and retail loves it. And crucially it reinforces Nintendo handheld proposition still further as it steels itself against the threat of PSP. In this realm Nintendo rules and it has no intention of stepping aside.

The company was also confident on DS. NoA's ebullient Reggie Fils-Aime had a pop at the PSP delay in Europe and suggestions Nintendo would not

have been as successful otherwise. With a four-to-one tie ration in the US for March and five million DS units sold through globally, Fils-Aime blasted: "That's Sony's issue, not my problem." Great theatre.

DS' online functionality was an impressive headline-grabber. "Nintendo didn't invent online, but we do intend to reinvent it," Reggie boomed. DS is playable online via wi-fi, with "no added charges for first-party games." As Revolution will be. If you already have a wi-fi set up or are near a hotspot, that means free.

And Reggie, warming to his task, was bullish in his predictions for uptake of the service. By overcoming the "macho nature" of rivals' online services, Nintendo was about "control, ease, and

entertainment," with a stunning "90 per cent user participation rate" cited as a realistic objective. 25 publishers are working on online DS titles. But the key wi-fi title is Mario Kart DS, due out globally in Q4.

It fell, however, to the humble GameCube top offer the crowd-pleasing highlight of the show, with a stunning *The Legend of Zelda: Twilight Princess* proving that Nintendo's ageing console will house one of the games of the year this Q4. Proof that, beneath the pomp and circumstance, Nintendo means serious business in 2005 with a diverse range of hardware and content to keep existing fans happy and attract new consumers into the market. The Revolution can wait.

## Game Boy Micro is the first genuine pocket-sized games console - and retail loves it.

Sarcastic suggestions that the box had been knocked up in five minutes the night after Sony and Microsoft's conferences thankfully

pyrotechnics, it made up for this with a rock-solid package of hardware and software for the rest of the year. This year was all about

### TALKING 'BOUT A REVOLUTION

The design of Revolution is very 'un-Nintendo' and ultra stylish, the final unit set to be the size of three stacked DVD cases. Additionally, an SD card slot offers enhanced multimedia potential; the system is wi-fi ready out of the box; it offers DVD playback via an attachment; and crucially, is fully backwards compatible with 20 years of Nintendo games available via download - the company's self-styled 'secret weapon' offering multiple marketing and bonus opportunities for the trade. Confirmed franchises in development include Mario, Zelda, Metroid Prime, Super Smash Bros., and Final Fantasy Crystal Chronicles. The system will be fully unveiled towards the end of this year, with a Japan and US launch likely for Q4 '06, with Europe following in Spring '07.



### BIG GAMES FOR 2005

The message to trade is very much 'Nintendo Now' - real content ready to roll out over the coming months. These are a few of the ones to watch: **Nintendogs** (DS, October) - Having sold 185,000 units in three days in Japan this is being tipped as the next Pokemon. **Mario Kart DS** (November) - The classic racer will be the first title to offer full global online play - for free. **The Legend of Zelda: Twilight Princess** (GC, November) - One of the games of the show, its release will be backed by what Nintendo of Europe is calling an 'epic marketing campaign'. Every GameCube owner will want to buy this.

### POCKET-SIZED MICRO A MINOR MIRACLE

Nintendo's smallest games console ever further strenghtens its massive handheld empire. Measuring four inches wide, two inches tall and 0.7 deep it really is pocket-sized. And at a weight of 2.8 ounces you won't notice it's there. It boasts exactly the same features as SP, and carries a sharper screen. The system is expected to be priced between DS and SP, with the latter coming down in price later in the year.

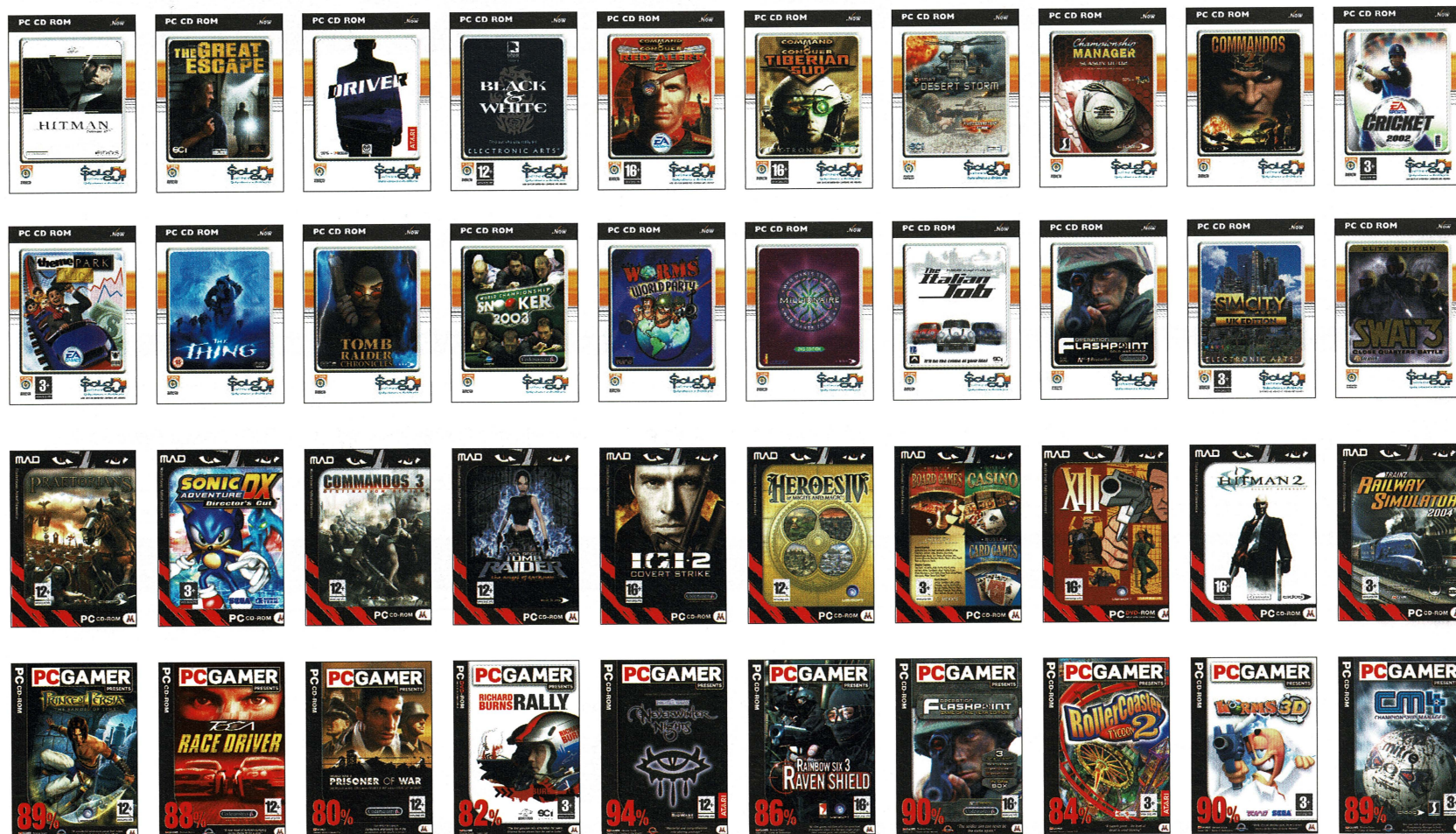




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# The price of marketing

In our regular monthly series, **Kerri Davies** looks at the sales performance of four recent releases compared to the investment the publishers have made in promotion, print advertising and broadcast activity...

## STRONGHOLD 2



Publisher	RRP	Street Date	Format	Launch Type
Take 2	£34.99	April 22nd	PC	Single format

A strong entry for *Stronghold 2* considering the short PR specialist press campaign and advertising investment. Focusing totally on specialist press for driving awareness, *Stronghold 2* entered the full price PC chart at number three and at the time of writing remains in the top ten. However, the sequel has not performed as strongly as the original that launched several years before in 2001. Due to the original title launching in October, seasonality could be responsible for *Stronghold 2*'s slight under-performance. This title should go on to sell-through long term and provides, when coupled with its modest marketing spend, a very profitable title for Take 2.

Stronghold 2 Marketing

Specialist	TV	Other Press	National	Mens Press	Cost per unit (ave 1st week)
✓	-	-	-	-	£0.95

Stronghold 2 Specialist PR

News	Front Cover	Feature	Previews	Reviews	Ave Score
1	-	-	2	1	85

## MIDNIGHT CLUB 3: DUB EDITION



Publisher	RRP	Street Date	Formats	Launch Type
Take 2	£29.99 (Xbox) £39.99 (PS2)	April 15th	PS2, Xbox	Multi-format

*Midnight Club 3: Dub Edition* has undergone an extraordinary lengthy advertising campaign. Unusually beginning its print campaign four months before launch in specialist press, the creative has since been stretched to also include several men's lifestyle and car print media. Incorporating TV increased Take 2's marketing spends enormously and although sales have been healthy and review score is strong, initial cost per unit is the highest of the group.

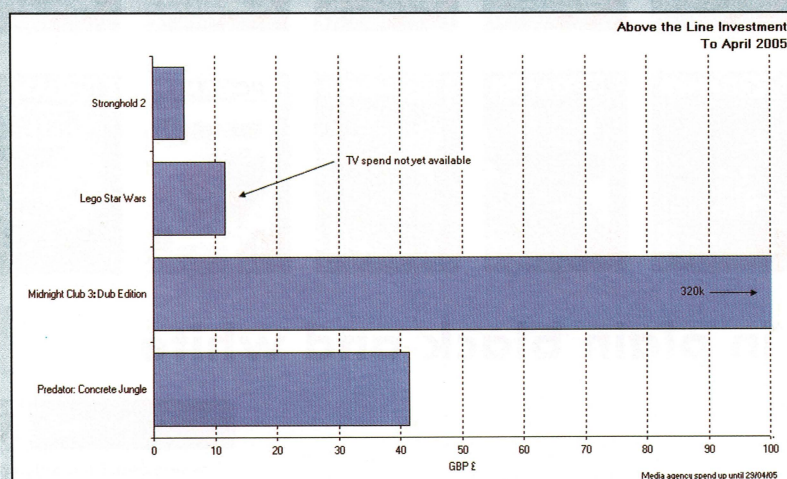
Midnight Club Dub Edition Marketing

Specialist	TV	Other Press	National	Mens Press	Cost per unit (ave 1st week)
✓	✓	✓	-	✓	£12.24

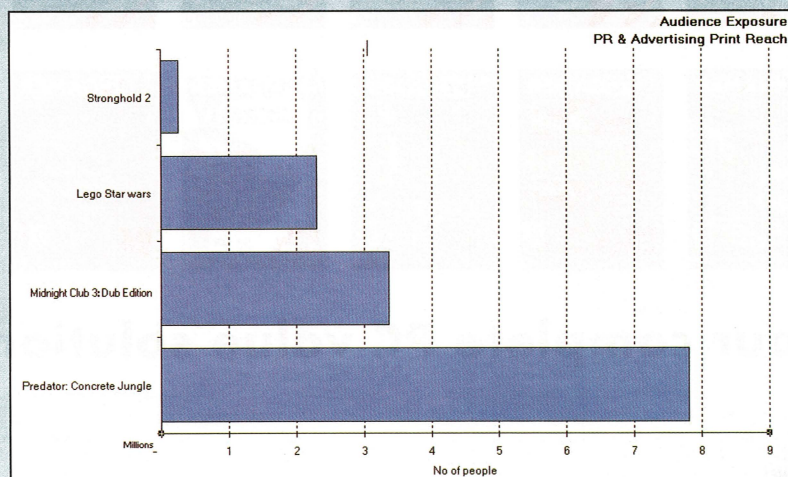
Midnight Club Dub Edition Specialist PR

News	Front Cover	Feature	Previews	Reviews	Ave Score
1	2	2	15	5	83

## ABOVE THE LINE INVESTMENT AND AUDIENCE EXPOSURE



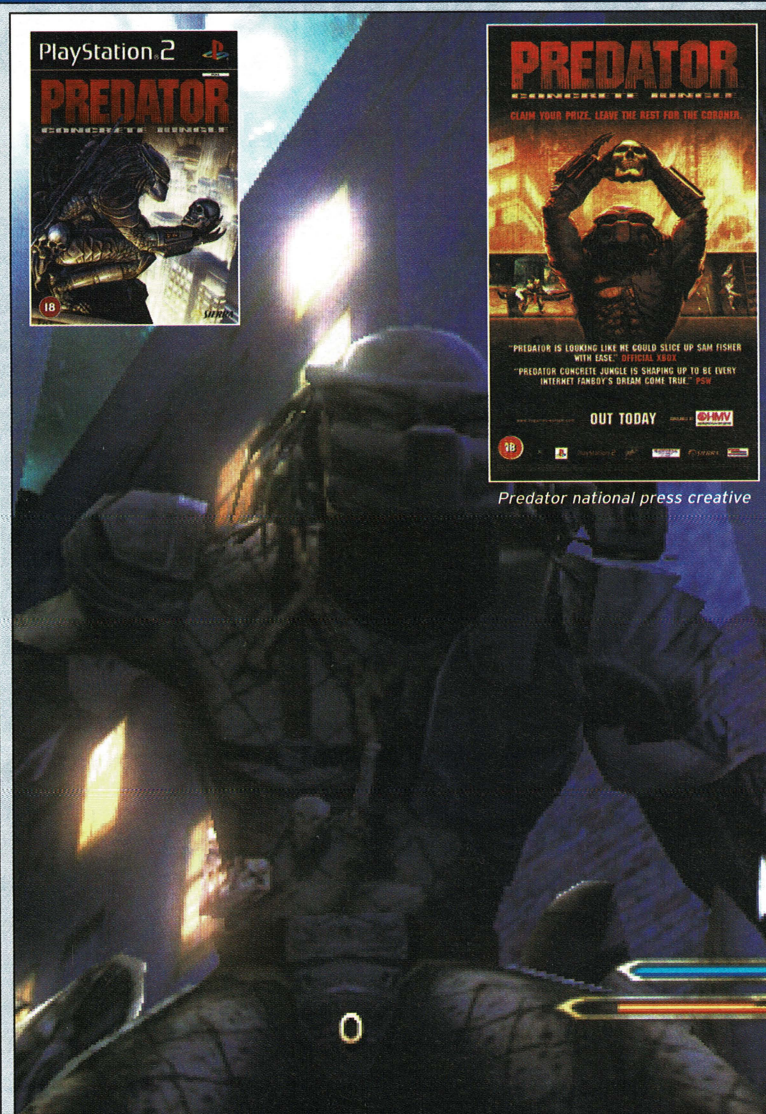
After a delayed release date, the marketing for *Midnight Club 3: Dub Edition* has been a costly affair, with an average of £12.24 per unit. Specialist press coverage has been extensive and positive, with an average review score of 83 per cent.



Coverage in the men's press and a marketing campaign that has incorporated the nationals has ensured VU Games' *Predator: Concrete Jungle* has reached a high proportion of people. Unfortunately average review scores of 61 per cent haven't help sell the title.



## PREDATOR: CONCRETE JUNGLE



Predator national press creative

Publisher	RRP	Street Date	Formats	Launch Type
VU Games	£39.99	April 15th	PS2, Xbox	Multi-format

Surprisingly, with a good reputable developer, this title has achieved a rather low initial review score. This sparse PR coverage is also evident throughout its launch period, although at first the title began life with good overall news section coverage. Choosing to promote the game via national press has provided VU Games with an impressive print media audience reach, even if it resulted in less than remarkable initial sales.

Predator: Concrete Jungle Marketing

Specialist	TV	Other Press	National	Mens Press	Cost per unit (ave 1st week)
-	-	✓	✓	✓	£6.51

Predator: Concrete Jungle Specialist PR

News	Front Cover	Feature	Previews	Reviews	Ave Score
3	-	1	2	1	61

## LEGO STAR WARS



Publisher	RRP	Street Date	Formats	Launch Type
Giant Entertainment	£39.99 (£29.99 PC & GBA)	April 22nd	PC, Xbox, PS2, GBA	Simultaneous multi-format

Another good PR campaign has been mounted with remarkable and consistent specialist press throughout its launch period. Good commercial sense has been shown from Giant/Eidos in timing the release whilst other mass market *Star Wars* hype is mounting. Although TV advertising spend is not included in the calculation, overall the marketing budget looks to have been controlled. This has allowed a maximum return on their double-franchise investment.

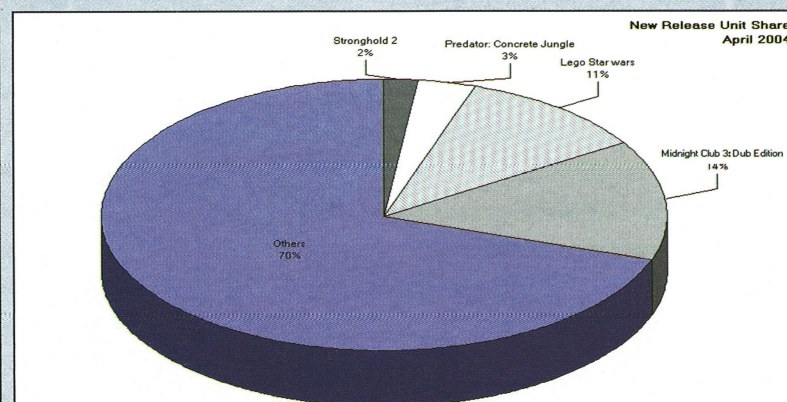
Lego Star Wars Marketing

Specialist	TV	Other Press	National	Mens Press	Cost per unit (ave 1st week)
✓	✓	✓	-	-	£0.38

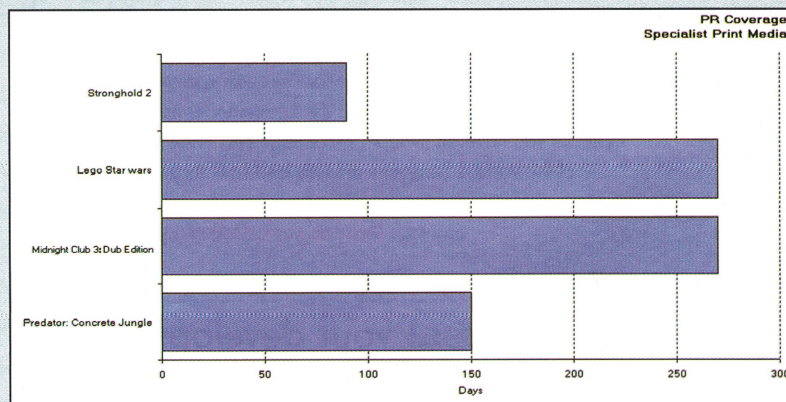
Lego Star Wars Specialist PR

News	Front Cover	Feature	Previews	Reviews	Ave Score
2	1	7	9	6	75

## NEW RELEASE UNIT SHARE AND PR COVERAGE



Rockstar's *Midnight Club 3: DUB Edition* claims the biggest new release unit share for April, with 14 per cent. Giant Entertainment's *LEGO Star Wars* also performed well during the month with 11 per cent.



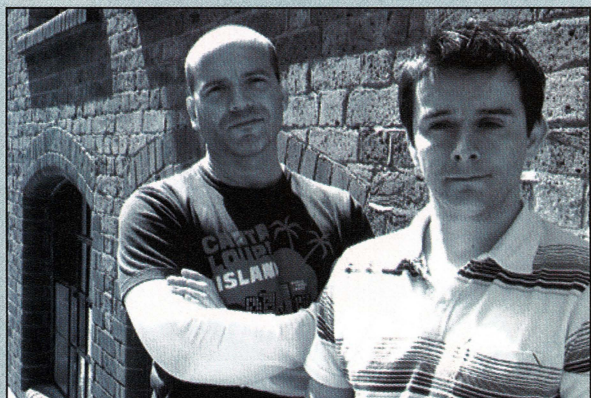
*LEGO Star Wars* has enjoyed as much PR coverage as Rockstar's popular racing franchise, with both clocking-up over 250 days worth of coverage in the specialist print press. Clearly, multi-format titles benefit from coverage in a variety of magazines.

The following magazines have been utilised for the specialist press analysis: *Edge*, *XBG*, *XBM*, *Official Xbox*, *Official PS2*, *PSM2*, *PC Zone*, *PC Gamer*, *GamesTM*, *Play & P2*. Actual cover dates have been accepted as the month of issue. Marketing funds are based on figures quoted by Nielson Media. Data covers print and TV media only.



# Hat trick of execs for publishers

Midway, Codemasters and Playlogic take on a new executive each, FEREf appoints a new creative team, Callaghan leaves Atari, In-Fusio adds Lapin, and Climax expands operations further with five new recruits...



**FEREF** ■ The entertainment and lifestyle agency has bolstered its creative department with the appointment of **NEIL COOK** and **JASON FAIRCLOUGH**. Cook (pictured, above left) and Fairclough (pictured, above right) will form a new copywriting and art direction team and will focus primarily on print and television advertising, having previously built up the EA Sports brand with great success.

**MIDWAY** ■ Midway has a new European boss, with **MARTIN SPIESS** joining the publisher. Spiess joins following the departure of erstwhile European managing director Tony Adams and brings with him over 18 years of games marketing, sales and management experience.

Prior to joining Midway, he was senior VP of marketing for Atari, having formerly held senior roles at Crave and Virgin Interactive.

**CODEMASTERS** ■ **BARRY JAFRATO** has joined the Britsoft firm as senior vice president of brand. Joining former Acclaim

colleagues, CEO Rod Cousins and COO Tony Williams, Jafrato will lead and build on the company's worldwide brand activities in his new role. Prior to joining Codemasters, Jafrato was managing director of international publishing for Acclaim, having previously held senior roles at Virgin, Mastertronic and Hasbro Interactive.

**ATARI** ■ **SIMON CALLAGHAN** has left his role as head of UK PR at Atari following five years with the publisher. Callaghan will remain in the games industry as a freelance PR professional, with the first of his projects working on behalf of Deep Red to help promote *Tycoon City: New York*.

**IN-FUSIO** ■ The mobile games company has strengthened its management structure by appointing **JEFFREY LAPIN** as vice chairman to the supervisory board. Lapin joins having occupied several senior positions at THQ and Take 2 Interactive, and will help to strengthen In-Fusio's position in the mobile entertainment market.



**PLAYLOGIC** ■ **LEO VAN DE VOORT** joins the Dutch publisher as chief financial officer, having worked previously at several top financial firms including KPMG, A.T. Kearney, Lempen & Co and the Flex Group. "Leo (pictured) has a huge experience in structuring fast growing companies; he also has a strong and credible presence that perfectly fits within Playlogics positioning," said Playlogic CEO Willem M. Smit of the appointment.

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**CLIMAX** ■ A four-strong team of new talent has joined Climax Action as part of the developer's expansion plans. (clockwise, from top left) **JIM WALKER** has joined as producer, **DALE STRACHAN** and **ROBERT McLACHLAN** join as designers, and **MIKE OAKLEY** completes the line-up of new faces at the studios as an artist. Climax's racing studio has also expanded, taking in a new programmer in the form of **NEIL HUTCHINSON**. The new recruits are the first of a planned recruitment drive to find over 20 new personnel across all departments.

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**Docking & Sound,**  
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This elegant portable, battery-operated stereo system or mains powered is the only 2.1 speaker system designed exclusively for the Sony's PSP. A highly efficient amplifier, with 3D surround sound circuitry, powers two neodymium dynamic tweeters and a subwoofer to deliver a full spectrum of pure & distinct sound with deep bass to make movie watching or music listening a sheer joy. Built-in docking station allows you to recharge the PSP. 'It's a must have for any PSP owner'

#### Key Specifications / Special Features:

- 2.1 Sub-woofer Speaker System
- 12 Watts RMS output
- Operates from AC Adaptor (included) or Batteries 4xAA (not included)
- Internal 3D surround sound processor
- Docking station for PSP re-charging
- Blue soft-light illumination
- 3.5mm Stereo line-in for playing other audio devices like MP3, MD, CD player, etc
- Dimensions: 104 x 278 x 38mm (H x W x D) – 550g

#### Cables Included:

- 3.5mm to 3.5mm Stereo In-line Cable
- Extension Cable to allow PSP to be used

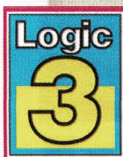
**Subwoofer** - 2.5" Woofer 4ohm 6 Watts RMS

**Satellite Speakers** - 30mm full range speaker 4ohm

- Neodymium aluminium speaker cones
- 6 Watts RMS

#### Control features

- Blue LED Power indicator
- Volume up/down,
- Power on/off
- 3D Surround Sound on/off



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For Use With PSP

Logic3 Accessories for Sony PSP



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- 1W RMS(0.5+0.5W)
- 2 Myra speaker drivers
- Class D amplifier
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- stand for display
- Carry Case to store PSP & Speaker and pocket to store accessories or games
- Pass through ports for Earphones and Power
- AC Adaptor pass through can be used to power speakers and recharge PSP



## PSP Sound Grip Speaker System - PSP532

The Sound Grip Speaker System offers a portable compact sized speaker system for use during gameplay with your PSP.

It produces high quality sound and also includes hand grips to improve gameplay, pass through ports for Earphones and Power. Includes a stand to allow music and movie playback, and a case to hold both the Sound Grip Speaker, PSP and accessories. The PSP Sound Grip Speaker System will allow re-charge using the Sony PSP power adapter.

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**Power:** Replacement AC adaptor, Car Charger, Solar Charger, External Rechargeable Battery Pack, and Charge Cradle

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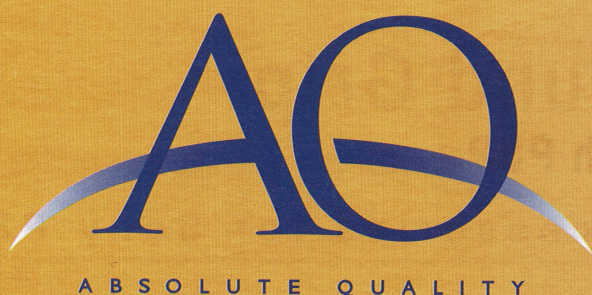
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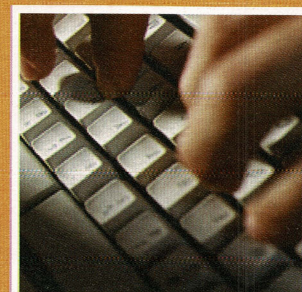
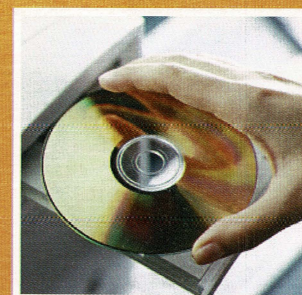
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# RETAIL ONLY



Team 17's ever-popular combination of strategy and slapstick violence returns in **Worms 4: Mayhem** from Codemasters - Page 27

## ORDER TIPS

**P26**

MCV highlights key releases due on shelves in the coming months

## PRICE CHECK

**P29**

The latest prices from the UK High Street compared across retail

## GAMES PRESS GUIDE

**P30**

A look at what the specialist press thinks of the latest big releases

## PUBLISHER PROFILE

**P31**

New British publisher Ghostlight reveals its plans to launch in June with two acclaimed titles

## NEW RELEASES

**P32**

The up-to-date and extensive guide to all software releases over the coming months

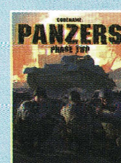
## MCV RECOMMENDS...

Three upcoming products you need to stock... (see pages 26-28)



**Tekken 5**

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PS2  
The return of Sony's flagship beat-'em-up.



**Codename Panzers: Phase 2**

CDV  
PC  
Tank strategy from CDV.



**Conspiracy: WMD**

Oxygen Interactive  
PS2, Xbox, PC  
First-person shooter developed by Kuju.



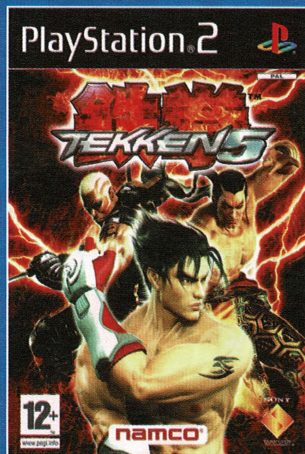
## TEKKEN 5

[www.tekken-official.jp](http://www.tekken-official.jp)



*Tekken* is one of the franchises that helped establish the PlayStation brand. But the series has, up until now, failed to fully deliver on PS2. This looks set to change, however, with the final release for the series on the machine.

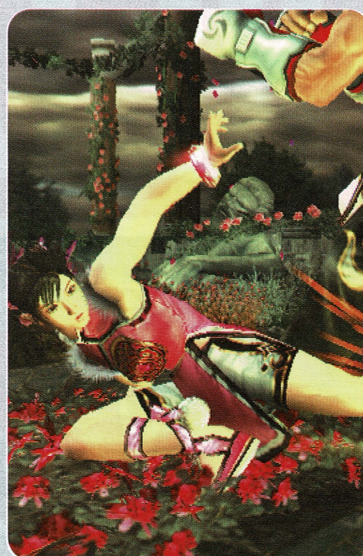
As well as featuring the characters from previous instalments of the franchise, *Tekken 5* introduces three



FORMAT: PS2

new characters, and the ability to use money won in combat to allow gamers to customise their favourite characters with a range of accessories.

With global sales of over 20 million units, the *Tekken* series has always performed well in the charts and some excellent reviews from the gaming press, along with a striking *Edge* cover story, should ensure this performs well at retail upon its release in June.



### AT A GLANCE

**What the maker says:** "*Tekken 5* will propel gamers of all ages to the next level in the fighting genre. With the completely new fighting engine, customisable characters and interactive environments, no fighting game fan will want to be without it." **What the press says:** "Tried and tested gameplay, amazing visuals and a stack of extras make *Tekken 5* the most complete fighting experience" - PSW

## SONY



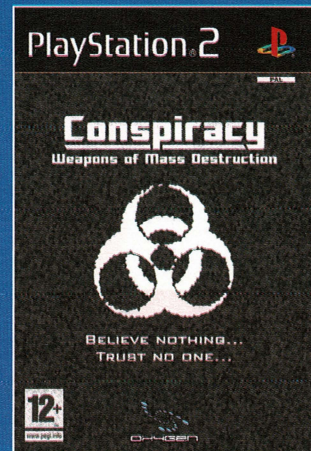
### ESSENTIALS

**GENRE:** .....Fighting  
**DEVELOPER:** .....Namco  
**PUBLISHER:** .....Sony  
**STREET DATE:** .....June 24th  
**STREET PRICE:** .....£39.99  
**DISTRIBUTOR:** .....Centresoft  
**CONTACT NO:** .....020 7911 8152

## CONSPIRACY: WEAPONS OF MASS DESTRUCTION



[www.oxygenint.com](http://www.oxygenint.com)



FORMAT: PS2, Xbox, PC

It may be better known for its budget titles, but Oxygen Interactive's first full-price game comes with a £250,000 marketing campaign, showing the publisher's commitment to this Kuju-developed first-person shooter.

Oxygen's heavyweight ad campaign includes pages in specialist magazines *P2*, *Play*, *PSW*, *PC Gamer* and *XBM*, as well as quarter page adverts in *The Sun* and *The Star*. Advertising will

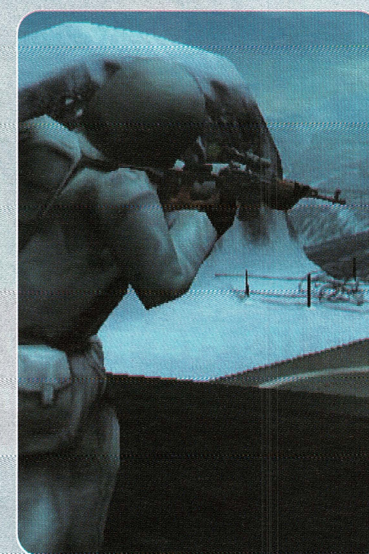
also appear in *Total Film* magazine and the game will be taking over the *Games Radar* website. Outdoor advertising consists of an A4 men's washroom poster campaign and 16-sheet billboards across major underground stations.

With such a large amount of coverage planned, Oxygen may be doing more than just dipping a toe into the full-price arena - it could make a rather significant splash.



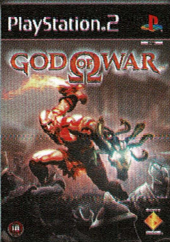
### AT A GLANCE

**What the maker says:** "Developed by award-winning games studios, Kuju, *Conspiracy: Weapons of Mass Destruction* is propelled by the powerful *Fire Warrior* engine and takes first-person shooting to a whole new altitude." **From the maker of:** *Fire Warrior* (THQ), *Reign of Fire* (VU Games), *Fireblade* (Midway), *Advance Wars: Under Fire* (Nintendo)



### ESSENTIALS

**GENRE:** .....First-person shooter  
**DEVELOPER:** .....Kuju  
**PUBLISHER:** .....Oxygen Interactive  
**STREET DATE:** .....June 3rd (PS2, PC), June 24th (Xbox)  
**STREET PRICE:** .....£29.99  
**DISTRIBUTOR:** .....Play Distribution  
**CONTACT NO:** .....01933 442660



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# WORMS 4: MAYHEM

Codemasters



FORMAT: PS2, Xbox, PC  
www.codemasters.co.uk



## AT A GLANCE

**What the maker says:** "Worms 4: Mayhem is a return to the series' trademark gameplay and sees Team 17's core Worms design and development team regrouping for a game of explosive annelid annihilation."

**What the press says:** "Team 17 is developing perhaps the finest Worms title to date. It has everything and then some" - CVG



## ESSENTIALS

GENRE: .....Strategy  
DEVELOPER: .....Team 17  
PUBLISHER: .....Codemasters  
STREET DATE: .....July 29th  
STREET PRICE: ...Console £29.99, PC 19.99  
DISTRIBUTOR: .....Centresoft  
CONTACT NO: .....01926 814132

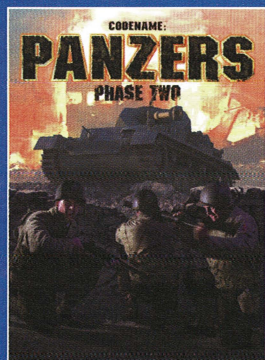
After the RTS-inspired diversion that was *Forts Under Siege*, the Worms series returns to its roots with the focus very much shifted back towards crazy weaponry and dirty tactics.

New guns include the Poison Arrow, Sentry Gun, Tail Nail and the Bovine Blitz, all of which add new strategies and gameplay possibilities to the experience.

The strength of the long-running Worms brand should also ensure another big hit for Codemasters.

# CODENAME PANZERS: PHASE 2

cdv



FORMAT: PC  
www.panzers.de



## AT A GLANCE

**What the maker says:** "Pedigreed Hollywood screenwriters and voice talent provide a compelling, immersive story as the ideal backdrop against which armchair generals compete for supremacy."

**What the press says:** "This is a good mix of fun and fact that can translate into a fire frenzy of excitement on a crowded battlefield" - IGN



## ESSENTIALS

GENRE: .....Strategy  
DEVELOPER: .....Stormregion  
PUBLISHER: .....CDV  
STREET DATE: .....July  
STREET PRICE: .....£34.99  
DISTRIBUTOR: .....Koch  
CONTACT NO: .....0870 027 0985

The success of last year's *Codename Panzers* in a crowded market has prompted this sequel, which glides into retail with all the intricate attention to detail that characterised the first title.

Unlike the first game, the enemy can spawn differently each time, meaning that no game is ever the same as the last. Several interesting additions complement the series' trademark Hollywood-style cut scenes and make for an expanding and improving franchise that should perform well at retail.

## ON THE RADAR

Forthcoming releases with above average sales potential...

### From June...



#### Cold Winter

VU Games  
PS2  
VU Games' new shooter will be looking to claim the FPS crown and a place in the top ten.



#### S.C.A.R.

Black Bean  
Xbox  
Black Bean's 'CARPG' hits the Xbox hoping for retail success.



#### God of War

Sony  
PS2  
Rave reviews in the specialist press should see Sony's action title hack its way into the charts.



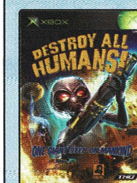
#### WarioWare Twisted!

Nintendo  
GBA  
Another innovative batch of mad mini games from Mario's alter-ego.



#### Perfect Ace 2

Oxygen  
PS2/PC  
Tennis sim set to smash its way into the charts this summer.



#### Destroy All Humans

THQ  
PS2/Xbox  
THQ's quirky take on GTA-style gameplay will be invading the charts on June 24th.



#### Madagascar

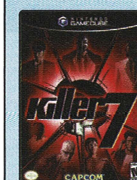
Activision  
PS2/Xbox/GC/PC/GBA/DS  
Another big-licence Activision title set to stampede retail.



#### Delta Force: Black Hawk Down

Novalogic  
PS2/Xbox  
Novalogic's war-torn FPS will be looking to land in the top ten.

### From July...



#### Killer 7

Capcom  
PS2/GC  
Capcom's long-awaited stylish thriller is whipping up hype, and looks to generate sales in July.



#### Fantastic Four

Activision  
PS2/Xbox/GC/PC/GBA  
Big licence title for one of the summer's big blockbusters.



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SRP: £29.99



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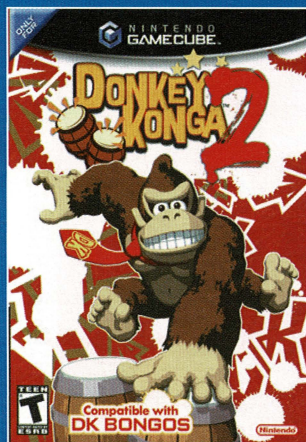




## DONKEY KONGA 2: HIT SONG PARADE

Nintendo

www.donkeykonga.com



FORMAT: GC

Nintendo's bizarre bongo controller has proved a quirky but successful part of the GameCube's armoury, with the original *Donkey Konga* and platformer follow-up *Donkey Kong: Jungle Beat* each receiving critical acclaim, as well as enjoying strong sales at retail.

This return to the original formula

features a variety of new styles of play, including Rhythm Keeper, Barrel Race, and Freestyle Plaza, as well as reworked versions of the original modes.

The all-new track listing should also appeal to a wide range of new bongo-bashers and fans returning to the series, with a full range of drunken singalong tracks, from Elton John's *Are You Ready For Love?* to Shaggy's *Boombastic* via REM's *Shiny Happy People*.



### AT A GLANCE

#### What the maker says:

"Grab some friends and jam along with a fresh set of new, chart-topping songs in *Donkey Konga 2*! Play more than 25 new hits, from pop and hip-hop to R&B and rock, all straight from the charts."

#### What the press says:

"DK2 does have some more polish on it than the last game, which is nice to see" - *NOM*



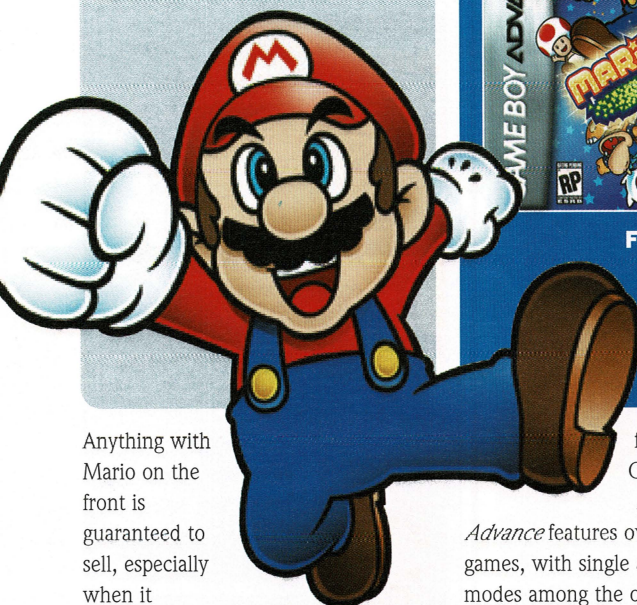
### ESSENTIALS

GENRE: .....Rhythm/Action  
DEVELOPER: .....Namco/Nintendo  
PUBLISHER: .....Nintendo  
STREET DATE: .....June 3rd  
STREET PRICE: .....£39.99  
DISTRIBUTOR: .....Open  
CONTACT NO: .....01932 895 390

## MARIO PARTY ADVANCE

Nintendo

www.marioparty.com



FORMAT: GBA

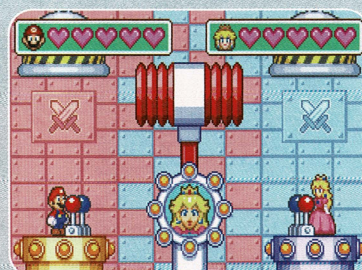
Anything with Mario on the front is guaranteed to sell, especially when it accompanies a franchise's first appearance on a console. The *Mario Party* franchise has proved extremely popular on the GameCube, with the seventh in the series recently announced. So it was surely only a matter of time before Nintendo saw

fit to bring it to the GBA format.

*Mario Party*

*Advance* features over 60 mini games, with single and two-player modes among the options for the partygoing Game Boy Advance owner.

All of the big Nintendo characters are present, with Luigi, Yoshi, Peach, Koopa et al joining the eponymous portly Italian plumber. The strength of the IP alone should be enough to ensure a strong chart performance.



### AT A GLANCE

#### What the maker says:

"With over 60 mini games, two-player battles and trading opportunities, Mario and friends are back for the ultimate portable party. *Mario Party Advance* takes all the fun of the home console and puts it in your hands."

**What the press says:** "*Mario Party Advance* is a good game. There's plenty of fun to be had especially for the younger player" - *Cube*



### ESSENTIALS

GENRE: .....Party  
DEVELOPER: .....Hudson Soft  
PUBLISHER: .....Nintendo  
STREET DATE: .....June 10th  
STREET PRICE: .....£29.99  
DISTRIBUTOR: .....Open  
CONTACT NO: .....01932 895390





## POINT OF SALE

**Activision:** *Doom 3: Resurrection of Evil* A2 posters and inlays are being used to promote the game in-store. *Star Wars Episode III: Revenge of the Sith* is being heavily promoted through numerous POS including standees, oversized boxes, posters and window vinyls.

**Capcom:** *Haunting Ground* is still being supported by jumbo boxes and inlays whilst forthcoming *Killer 7* is being promoted through brochures.

**Digital Jesters:** *7 Sins* is supported with A2 posters, whilst both *Freedom Force vs. The Third Reich* and *Trackmania Sunrise* are backed by A1 posters and standees.

**Eidos:** *Championship Manager 5* is being backed with toblorone standees, cubes and posters.

**Hip Interactive:** *Pariah* is being promoted through a large selection of POS including A2 posters, standees, oversized boxes and inlays.

**Nokia:** The N-Gage gaming phone is currently being promoted with various points of sale including *Splinter Cell: Chaos Theory* wings for pods and dummy boxes.

**Oxygen:** *Perfect Ace 2* is being supported with A2 posters whilst *Conspiracy: Weapons of Mass Destruction* is being backed with A2 double sided posters, cubes and A4 window vinyls.

**SCI Games:** A2 posters and inlays are available to promote movie tie-in *Constantine*.

**Sega:** *Tenchu: Fatal Shadows* is currently being promoted in-store with A2 posters and oversized boxes. *World Snooker Championship* is supported with A2 posters, jumbo boxes and standees whilst *The Matrix Online* is being promoted with A2 posters, standees and oversized boxes.

**Take 2:** *Midnight Club 3: DUB Edition* sees strong POS support with A2 posters, standees and inlays available for promotion. Both *Close Combat: First to Fight* and *Stronghold 2* are being backed by A2 posters.

CHANNEL GAMES

All of the merchandise listed is available from Channel Games. For further details, simply log on to its dedicated POS online store [www.gamespos.com](http://www.gamespos.com). For all your retail, merchandising and POS requirements, please call Jason Evans on 07812 353116, or email him on [j.evans@channel-advantage.co.uk](mailto:j.evans@channel-advantage.co.uk)

# London bucks retail trends

Figures highlight largest difference between shoppers in London and rest of UK since records began

by Neil Long

DESPITE gloomy forecasts and a sharp fall in UK sales for the month of April, sales figures for Central London have escaped the national downturn, with monthly sales up on the previous year.

April's like-for-like sales increased by three per cent on April 2004, with warm weekend weather, extended Easter promotions and an increase in Middle Eastern and Russian tourists some of the factors involved in the sudden revival.



The rise comes following a disappointing 0.4 per cent fall in February and a 0.01 per cent rise in March compared with

2004 figures. The recovery in April brings the average monthly gain so far this year to 0.7 per cent, which remains

small compared with the 4.8 per cent rise for the same months of 2004.

"This result gives rise to the largest difference between London and UK performance – which shows a decline of 4.7 per cent – since the UK monitor began," commented Helen Dickinson, head of retail at KPMG. "It highlights the vulnerability of trading in central London to small changes in customer sentiment and shows what warm weather and promotional activity can do to encourage shoppers."

• [www.brc.org.uk](http://www.brc.org.uk)

## PRICE CHECK: NORWICH

GAME TITLE							
	<i>LEGO Star Wars</i>		<i>Forza Motorsport</i>		<i>Yoshi Touch &amp; Go</i>		<i>Guild Wars</i>
	LucasArts PS2		Microsoft Xbox		Nintendo DS		NCsoft PC
<b>GAME</b>	£29.99	£32.99	£29.99	£29.99			
<b>PC WORLD</b> <small>Lowest Price Guarantee</small>	N/A	£39.99	N/A	£34.99			
<b>OHMV</b> <small>top dog for music video games</small>	£29.99	£32.99	£29.99	£29.99			
<b>WOOLWORTHS</b>	£29.99	£29.99	£29.99	N/A			
<b>WHSmith</b>	£29.99	£39.99	£29.99	N/A			
<b>Currys</b>	N/A	£39.99	N/A	N/A			

A number of retailers are missing out by not supporting PC games, especially with the popularity of titles such as NCsoft's *Guild Wars*. Currys, PC World and WHSmiths are still charging £39.99 for *Forza Motorsport*, while Woolworths has the racer for £10 less. Prices correct as of May 19th.

## MARGIN MAKER

Each week MCV highlights a potential profit spinner...



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## STORE PROMOTIONS

### WOOLWORTHS

**PS2:** Sony's black slimline console is available at the High Street retailer with *Shrek 2*, *Spider-Man 2*, and *Sonic Mega Collection Plus* for £129.96.

**Xbox:** Microsoft's big box of tricks is available with *Crash Nitro Kart* and an extra Atomic Play controller for £114.97

**GBA SP:** A silver Game Boy Advance SP can be bought as part of a bundle including *Harry Potter Quidditch World Cup* and *Simpsons Road Rage* for £79.97.

### GAME

**PS2:** For £114.99, consumers can get hold of the silver console and a DVD remote control, or pay an extra £10 for a spare controller and a choice of *Brothers in Arms*, *Splinter Cell: Chaos Theory*, *Star Wars: Revenge of the Sith* or *LEGO Star Wars*.

**Xbox:** Gamers get a choice of *Halo 2*, *Knights of the Old Republic II*, or *Oddworld Stranger's Wrath* bundled with an extra controller and the console itself for £134.99.

### OHMV

**PS2:** The new silver console is bundled with *The Getaway: Black Monday*, *Killzone* and a DVD remote control for £124.98. The black PS2 is available with *The Incredibles* or *WWE Smackdown Vs RAW* for £109.98, or with *Gran Turismo 4* for £114.98.

**Nintendo DS:** Gamers can pick up a DS with an accessory pack and a choice between *Super Mario 64 DS*, *WarioWare Touched!* or *Rayman DS* for £124.99. The DS is also available for £114.99 with a choice of *Project Rub*, *Urban Asphalt GT* or *Tiger Woods PGA Tour*.

**GameCube:** Nintendo fans can get the *Resident Evil 4* pack which includes the game and a silver GameCube for £99.99, or can plump for the *Mario Kart: Double Dash!!* bundle for £89.98.


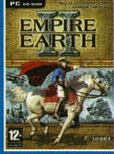
# MOVIE

edit pro 2005



# GAMES PRESS GUIDE

MCV takes a look at what the gaming press thinks of the latest new releases. This week, Sony's SingStar Popworld Popworld scores highly...

	GAME TITLE	FORMAT	MAGAZINE	SCORE	REVIEWER'S COMMENTS
	<b>SingStar Popworld</b> Sony	PS2	PSW	7/10	"Same as before with a few tweaks and a different range of songs. But with only a couple of classic tunes, we'd stick with the older version."
	<b>SingStar Popworld</b> Sony	PS2	Play	82%	"As each song is also complemented by its original video, it seems a lot more modern, especially since many of the songs included are still played on national radio."
	<b>SingStar Popworld</b> Sony	PS2	Eurogamer	9/10	"It's a winner because it inspires memories, putting you in the spotlight far more even than the majority of regular, character-driven games."
	<b>Pac Pix</b> Namco	DS	Nintendo official magazine	80%	"Pac Pix is great while it lasts and wouldn't exist without the DS. You'll play better DS games sure, but at least this is that: a proper DS game."
	<b>Pac Pix</b> Namco	DS	Cube	69%	"Pac Pix is a thoroughly enjoyable game to play but if you're looking for longevity you're going to be sorely disappointed."
	<b>Pac Pix</b> Namco	DS	IGN	8/10	"It's a lot of fun, but you have to get through the frustration element of your drawings failing for no other reason than they weren't perfect enough for the software."
	<b>Pac Pix</b> Namco	DS	Gamespot	69%	"You'll probably dig on the game's unique concept, but that concept gets old really fast."
	<b>Empire Earth II</b> VU Games	PC	PC Zone	80%	"As other RTSs have borrowed heavily from Total War's campaign structure, so too will they steal Empire Earth II's diplomacy options and character manager."
	<b>Empire Earth II</b> VU Games	PC	Gamespot	8/10	"If you can commit to familiarising yourself with all of Empire Earth II's nooks and crannies, expect to be rewarded with an enjoyable addiction."
	<b>Empire Earth II</b> VU Games	PC	PC Gamer	94%	"This is rip-roaring strategy for gamers who love the RTS genre and have been waiting for it to get on with growing up."

## CAMPAIGN OF THE WEEK

VU Games will be hoping for a warm summer this June as its Cold Winter media campaign thaws out...

### COLD WINTER

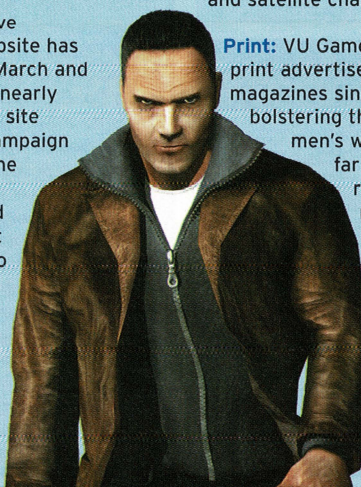
**Publisher:** VU Games  
**Developer:** Swordfish Studios  
**Format:** PS2  
**Release date:** June 3rd

**Online:** The innovative Freesterling.com website has been running since March and has so far attracted nearly 60,000 visitors. The site revolves around a campaign for the freedom of the central character, Andrew Sterling, and offers a free support pack to all those who sign up containing a wrist band, stickers and playable demo.

**TV:** VU Games will be supporting the release of *Cold Winter* with a one-

month advertising campaign that began on May 14th and will last until mid-June across both terrestrial and satellite channels.

**Print:** VU Games has been placing print advertisements in gaming magazines since March and will be bolstering this with a campaign in men's weekly magazines. So far very favourable reviews have been received from *Official PlayStation 2 Magazine* and *Loaded*. Advertisements in national newspapers will follow on the approach to the launch of *Cold Winter* in June.



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# Ghost recon

New publisher Ghostlight enters the market next month with two acclaimed PlayStation 2 games set for release. MCV spoke with vice president Stephen Morgan to shed light on the company's ambitious plans...

## What are the plans for Ghostlight in 2005 and going forward?

Ghostlight is a new publisher solely dedicated to bringing full price games of the very highest calibre to the market. During 2005 the Ghostlight name will be established on the back of some very strong releases. The first two titles will be *Shin Megami Tensei: Lucifer's Call* and *Digital Devil Saga*. Both titles meet our stated criteria.

## Will Ghostlight be publishing original IP in the future, or will all of the titles be games that have been previously released in other territories?

There will be a mixture of both original IP and European localisation of titles previously released in the US or Japan. The management of Ghostlight has some excellent long-term relationships with key developers and publishers around the world and therefore it is logical that some products will come from these sources.

## What makes Ghostlight stand out from other UK publishers in the market?

Firstly, we have a strong foundation in terms of funding. Being privately owned also gives us the flexibility to make both planned and expedient decisions about investment into infrastructure and, crucially, in the acquisition and manufacture of products.

Secondly, our team has an immense level of experience in all aspects of publishing, from acquisition through to sales and distribution, and at the same time we are coming to the market with all the freshness of a new company.

Thirdly, we have a business strategy with defined objectives that



Morgan: "We are very excited about the PSP and are actively taking steps to secure publisher status"

we are committed to implementing. Everyone at Ghostlight knows their role in achieving these objectives.

## What are the advantages of being a smaller publisher in the market?

I do not look at the market as being divided into small or large publishers. I look at it in terms of successful and unsuccessful publishers. We have every intention of putting Ghostlight in the successful group of publishers.

## Ghostlight's first titles are both Japanese RPGs and as such have a very niche appeal. Is Ghostlight confident these titles can help establish the company in its early stages?

Both *Shin Megami Tensei:*

*Lucifer's Call* and *Digital Devil Saga* have the right blend of quality and market potential to establish Ghostlight as a European publisher.

*Shin Megami Tensei: Lucifer's Call* has already gone platinum in

We are confident that every consumer who purchases a Ghostlight release will be a satisfied customer.

The first two titles set for release are both RPGs - does

**"Our team has an immense level of experience in all aspects of publishing"**

Japan and been a runaway success in the USA where it was released with the name *Nocturne*. The endorsement by Capcom, which has led to the inclusion of Dante from its *Devil May Cry* series, is further evidence of the undoubted quality of the game.

## Ghostlight plan to branch into other genres? How important will the mainstream market be for the company?

Ghostlight will most definitely branch into other genres - so long as the titles meet our criteria. Our analysis of a potential product

includes factors such as genre and market potential so if the game meets our requirements we will look to publish it whatever the genre.

## Can you give us examples of future releases or at least genres that Ghostlight is looking at publishing in?

We are currently discussing a whole host of future releases with developers and publishers around the globe. There are some extremely exciting products being analysed. As for announcements - you will have to wait and see.

## What plans does Ghostlight have for the next-generation of home consoles? Will Ghostlight be publishing games for the launch of the Xbox 360?

We are currently looking at all formats. The next generation Xbox looks certain to be an incredible format and Ghostlight cannot rule out publishing on this platform should the opportunity arise.

## Similarly, is Ghostlight preparing games for release on Nintendo DS or Sony PSP? What are your impressions of these consoles?

First impressions of the Nintendo DS have been favourable and there looks to be great opportunities on this platform.

We are very excited about the PSP in particular and are already actively taking steps to secure publisher status on this format.

## Where would you like to see your company in five years' time?

We have short to medium term aims of establishing the brand and the reputation for quality games, whereas the establishment of a comprehensive network of development and publishing partners will be on-going.

We hope that in five years' time we will be able to say that we had a plan, we implemented it and it worked. Ghostlight is to become a leading publisher of video games in the European market. ■



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A-Z

American Conquest: Divided Nations	August 19th
Armoured Core: Nexus	June
Armoured Core: Silent Line	June
Barbarian	June
Batman Begins	June 24th
Big Mutha Truckers 2	June 24th
Blitzkrieg Anthology	August 26th
Bombberman	July 1st
Bombberman: Hardball	July 1st
Breakout/Centipede/Warlords	July
Brian Lara International Cricket	July 21st
Capcom Fighting Jam	June 24th
Chaos League: Sudden Death	June
Charlie and the Chocolate Factory	July 22nd
Classified: The Sentinel Crisis	June 24th
Codename Panzers Phase 2	June 10th
Cold War	June
Cold Winter	June 3rd
Conker: Live and Reloaded	June
Conspiracy: Weapons of Mass Destruction	June 3rd
Conspiracy: Weapons of Mass Destruction	June 24th
CustomPlay Golf	June 3rd
Delta Force: Black Hawk Down	June
Destroy All Humans	June 24th
Dinosaur	July 29th
Disney Golf	July 29th
Donkey Konga 2: Hit Song Parade	June 3rd
Dragonball Z Advanced Adventures	June 17th
Dragonball Z Budokai 3 Special Edition	June 17th
Earth 2160	June 3rd
Echo Night Beyond	June
ER: The Game	June 10th
Fantastic Four	July 15th
Fly to Singapore	June
Fly to Tokyo	June
Flying Club	July 1st
Ford Mustang Racing	July 8th
Formula One 2005	June 24th
FScene Vol.1	July 22nd
FScene Vol.2	July 22nd
FScene Vol.3	July 22nd
God of War	June 17th
GoldenEye: Rogue Agent	July 1st
Great Invasion	July
Herbie Fully Loaded	July 29th
Juiced	June
Jungle Book	July 29th
Killer 7	July 15th
Kuon	July
Madagascar	June 30th
Madagascar Activity Centre	June 30th
Mario Party Advance	June 24th
Medal of Honour European Assault	June 17th
Megaman Battle Network 5: Team Colonel	June 10th
Megaman Battle Network 5: Team Protoman	June 10th
Monsters Inc.	July 29th
Neuro Hunter	August 19th
Orient Express	June
Outlaw Volleyball: Remixed	July 8th
Pacific Storm	June 10th
Perfect Ace 2	June 17th
Pilot Down: Behind Enemy Lines	August 5th
Powerdrome	July 1st
Rebel Raiders	June
Roads & Rivers of Europe	July 8th
Robocop	June
Rollercoaster Tycoon 3: Soaked!	June 24th
Sacred Gold	August 1st
S.C.A.R - Squadra Corse Alfa Romeo	June 10th
Saint Seiya	July 10th
Sid Meier's Pirates!	July 22nd
Space Invaders Revolution	July 8th
Splinter Cell: Chaos Theory	July 1st
Steel Empire	July 1st
Super Breakout/Millipede/Lunar Landing	July
Tekken 5	June 24th
The Bard's Tale	July 1st
Top Spin	July 22nd
Ultimate Card Games	June
Virtual Pool: Tournament Edition	July 8th
V-Rally/Stuntman Double Pack	June 10th
WarioWare Twisted!	June 24th
Wild Water Adrenaline	June 24th
World War II Squadron	July
Worms 4: Mayhem	July 29th
Yeti Sports Arctic Adventure	July 1st
Yu Yu Hakusho Dark Tournament	June 10th

# The search for WMDs is over

Oxygen releases its first-person shooter **Conspiracy: Weapons of Mass Destruction** next week, while Nintendo beats off to the sound of **Donkey Konga 2: Hit Song Parade**. June also sees the release of stitch-'em-up **ER: The Game**, GMX's flight sim **Pacific Storm** and Fusion's **CustomPlay Golf**...

Title	Format	Genre	Publisher	Telephone	Distributor	Release Date
<b>Donkey Konga 2: Hit Song Parade</b>	GC	Party	Nintendo	01932 895390	Open	June 3rd
<b>Cold Winter</b>	PS2	FPS	VU Games	0118 920 9100	Centresoft	June 3rd
<b>Conspiracy: Weapons of Mass Destruction</b>	PS2/PC	FPS	Oxygen	01933 446 424	Centresoft	June 3rd
<b>CustomPlay Golf</b>	PC	Sports	Fusion	01933 682007	Pinnacle	June 3rd
<b>Earth 2160</b>	PC	Action Adventure	Deep Silver	0800 1691341	Koch	June 3rd
<b>Megaman Battle Network 5: Team Colonel</b>	GBA	Action RPG	Capcom	020 8846 2550	Open	June 10th
<b>Megaman Battle Network 5: Team Protoman</b>	GBA	Action RPG	Capcom	020 8846 2550	Open	June 10th
<b>Pacific Storm</b>	PC	Flight Sim	GMX	020 8309 3600	Pinnacle	June 10th
<b>Codename Panzers Phase 2</b>	PC	RTS	CDV	0800 1691341	Koch	June 10th
<b>ER: The Game</b>	PC	Strategy	Mindscape	01923 582 640	Mindscape	June 10th
<b>S.C.A.R - Squadra Corse Alfa Romeo</b>	Xbox	Racing	Black Bean	+39 0332 874 329	Pinnacle	June 10th
<b>Yu Yu Hakusho Dark Tournament</b>	PS2	Action/Adventure	Atari	020 8222 9700	Advantage	June 10th
<b>V-Rally/Stuntman Double Pack</b>	GBA	Racing/Action	Atari	020 8222 9700	Advantage	June 10th
<b>Perfect Ace 2</b>	PS2/PC	Sports	Oxygen	01933 446 424	Centresoft	June 17th
<b>God of War</b>	PS2	RTS	Sony	020 7911 8152	Centresoft	June 17th
<b>Medal of Honour European Assault</b>	PS2/Xbox/GC	FPS	EA	01932 450 000	Pinnacle	June 17th
<b>Dragonball Z Advanced Adventures</b>	GBA	Action/Adventure	Atari	020 8222 9700	Advantage	June 17th
<b>Dragonball Z Budokai 3 Special Edition</b>	PS2	Action/Adventure	Atari	020 8222 9700	Advantage	June 17th
<b>Mario Party Advance</b>	GBA	Party	Nintendo	01932 895390	Open	June 24th
<b>Wild Water Adrenaline</b>	PS2	Sports	Digital Jesters	01707 871516	Pinnacle	June 24th
<b>Conspiracy: Weapons of Mass Destruction</b>	Xbox	FPS	Oxygen	01933 446 424	Centresoft	June 24th
<b>Capcom Fighting Jam</b>	Xbox	Fighting	Capcom	020 8846 2250	Open	June 24th
<b>Classified: The Sentinel Crisis</b>	Xbox	FPS	Take 2	01753 496 613	Gem	June 24th
<b>Big Mutha Truckers 2</b>	PS2/Xbox/PC	Racing	Empire	020 8343 7337	Open	June 24th
<b>WarioWare Twisted!</b>	GBA	Party	Nintendo	01932 895390	Open	June 24th
<b>Rollercoaster Tycoon 3: Soaked!</b>	PC	Strategy	Atari	020 8222 9700	Advantage	June 24th
<b>Tekken 5</b>	PS2	Fighting	Sony	020 7911 8152	Centresoft	June 24th
<b>Formula One 2005</b>	PS2	Racing	Sony	020 7911 8152	Centresoft	June 24th
<b>Batman Begins</b>	PS2/Xbox/GC/GBA	Action/Adventure	EA	01923 450000	Pinnacle	June 24th
<b>Destroy All Humans</b>	PS2/Xbox	Action/Adventure	THQ	01483 767656	Advantage	June 24th
<b>Delta Force: Black Hawk Down</b>	PS2/Xbox	Action/Adventure	Novalogic	020 7324 8900	Open	June 24th
<b>Madagascar</b>	PS2/Xbox/GC/PC/PS/GBA	Action/Adventure	Activision	01753 756100	Centresoft	June 30th
<b>Madagascar Activity Centre</b>	PC	Kids	Activision	01753 756100	Centresoft	June 30th
<b>Juiced</b>	PS2/PC/Xbox	Racing	THQ	01483 767656	Advantage	June
<b>Conker: Live and Reloaded</b>	Xbox	Action/Adventure	Microsoft	0870 6010100	Gem	June
<b>Armoured Core: Silent Line</b>	PS2	Action/Adventure	Digital Jesters	01707 871516	Pinnacle	June
<b>Rebel Raiders</b>	PS2/PC	Action/Adventure	Digital Jesters	01707 871516	Pinnacle	June
<b>Armoured Core: Nexus</b>	PS2	Action/Adventure	Digital Jesters	01707 871516	Pinnacle	June
<b>Echo Night Beyond</b>	PS2	Action/Adventure	Digital Jesters	01707 871516	Pinnacle	June
<b>Ultimate Card Games</b>	DS	Party	Telegames	01162 880445	Open	June
<b>Barbarian</b>	GBA	Action/Adventure	Zoo Digital	0114 2413700	Open	June
<b>Robocop</b>	GBA	Action/Adventure	Zoo Digital	0114 2413700	Open	June
<b>Cold War</b>	Xbox/PC	Strategy	DreamCatcher	01293 651714	Mindscape	June
<b>Fly to Tokyo</b>	PC	Flight Sim	Flightsoft	01293 651714	Mindscape	June
<b>Fly to Singapore</b>	PC	Flight Sim	Flightsoft	01293 651714	Mindscape	June
<b>Orient Express</b>	PC	Train Sim	Flightsoft	01293 651714	Mindscape	June
<b>Chaos League: Sudden Death</b>	PC	Action/Adventure	Digital Jesters	01707 871516	Pinnacle	June
<b>Bombberman</b>	Puzzler	DS	Ubisoft	01923 838230	Pinnacle	July 1st
<b>GoldenEye: Rogue Agent</b>	DS	FPS	EA	01923 450000	Pinnacle	July 1st
<b>Yeti Sports Arctic Adventure</b>	PS2	Platform	JoWooD	0800 1691341	Koch	July 1st

FROM JUNE 3RD

FROM JUNE 30TH ONWARDS



FROM JULY 1ST

Title	Format	Genre	Publisher	Telephone	Distributor	Release Date
<i>Bomberman: Hardball</i>	PS2	Puzzler	Ubisoft	01923 838230	Pinnacle	July 1st
<i>Splinter Cell: Chaos Theory</i>	DS	Action/Adventure	Ubisoft	01923 838230	Pinnacle	July 1st
<i>The Bard's Tale</i>	PC	RPG	Ubisoft	01923 838230	Pinnacle	July 1st
<i>Saint Seiya</i>	PS2	Action/Adventure	Atari	020 8222 9700	Advantage	July 1th
<i>Flying Club</i>	PC	Flight Sim	Just Flight	01480 462748	Gem	July 1st
<i>Steel Empire</i>	GBA	RTS	Zoo Digital	0114 2413700	Open	July 1st
<i>Powerdrome</i>	PC	Action	Zoo Digital	0114 2413700	Open	July 1st
<i>Space Invaders Revolution</i>	DS	Arcade	Atari	020 8222 9700	Advantage	July 8th
<i>Outlaw Volleyball: Remixed</i>	PS2	Sports	Take 2	01753 496 613	Gem	July 8th
<i>Virtual Pool: Tournament Edition</i>	Xbox	Sports	Take 2	01753 496 613	Gem	July 8th
<i>Roads &amp; Rivers of Europe</i>	PC	Flight Sim	Just Flight	01480 462748	Gem	July 8th
<i>Ford Mustang Racing</i>	PS2/Xbox	Racing	Take 2	01753 496 613	Gem	July 8th
<i>Killer 7</i>	PS2/GC	FPS	Capcom	020 8846 2880	Open	July 15th
<i>Fantastic Four</i>	PS2/Xbox/GC/PC/GBA	Action/Adventure	Activision	01753 756100	Centresoft	July 15th
<i>Brian Lara International Cricket</i>	PS2/Xbox/PC	Sports	Codemasters	01926 814132	Centresoft	July 21st
<i>Charlie and the Chocolate Factory</i>	PS2/Xbox/GC/PC/GBA	Action/Adventure	Take 2	01753 496 613	Gem	July 22nd
<i>Sid Meier's Pirates!</i>	Xbox	Adventure	Take 2	01753 854444	Gem	July 22nd
<i>Top Spin</i>	PS2	Sports	Take 2	01753 496 613	Gem	July 22nd
<i>FScene Vol.1</i>	PC	Flight Sim	Just Flight	01480 462748	Gem	July 22nd
<i>FScene Vol.2</i>	PC	Flight Sim	Just Flight	01480 462748	Gem	July 22nd
<i>FScene Vol.3</i>	PC	Flight Sim	Just Flight	01480 462748	Gem	July 22nd
<i>Herbie Fully Loaded</i>	GBA	Action/Adventure	Disney Interactive	020 8222 1413	Open	July 29th
<i>Worms 4: Mayhem</i>	PS2/Xbox/PC	Strategy	Codemasters	01926 814132	Centresoft	July 29th
<i>Dinosaur</i>	PS2	Kids	Buena Vista Games	0208 222 1000	Open	July 29th
<i>Disney Golf</i>	PS2	Kids	Buena Vista Games	0208 222 1000	Open	July 29th
<i>Jungle Book</i>	PS2	Kids	Buena Vista Games	0208 222 1000	Open	July 29th
<i>Monsters Inc.</i>	PS2	Kids	Buena Vista Games	0208 222 1000	Open	July 29th
<i>Kuon</i>	PS2	Action/Adventure	Digital Jesters	01707 871516	Pinnacle	July
<i>Breakout/Centipede/Warlords</i>	GBA	Retro	Zoo Digital	0114 2413700	Open	July
<i>Super Breakout/Millipede/Lunar Landing</i>	GBA	Retro	Zoo Digital	0114 2413700	Open	July
<i>Great Invasion</i>	PC	Action/Adventure	Digital Jesters	01707 871516	Pinnacle	July
<i>World War II Squadron</i>	Xbox	Flight Sim	Ubisoft	01923 838230	Pinnacle	July
<i>Sacred Gold</i>	PC	RPG	Ascaron	0800 1691341	Koch	August 1st
<i>Pilot Down: Behind Enemy Lines</i>	PS2/Xbox/PC	Action/Adventure	Oxygen	01933 446 424	Centresoft	August 5th
<i>Neuro Hunter</i>	PC	Action Adventure	Deep Silver	0800 1691341	Koch	August 19th
<i>American Conquest: Divided Nations</i>	PC	RTS	CDV	0800 1691341	Koch	August 19th
<i>Blitzkrieg Anthology</i>	PC	RTS	CDV	0800 1691341	Koch	August 26th

FROM JULY 29TH ONWARDS

BUDGET, BUNDLES AND RE-RELEASES

<i>Tom Clancy's Ghost Recon</i>	Xbox	FPS	Ubisoft	01923 838230	Pinnacle	June 3rd
<i>The Getaway: Black Monday</i>	PS2	Action/Adventure	Sony	020 7911 8152	Centresoft	June 3rd
<i>Deadman's Hand</i>	PC	FPS	Atari	020 8222 9700	Advantage	June 10th
<i>Rollercoaster Tycoon 2 Expansion Pack</i>	PC	Strategy	Atari	020 8222 9700	Advantage	June 10th
<i>Shadow Ops Red Mercury</i>	PC	FPS	Atari	020 8222 9700	Advantage	June 10th
<i>Alpine Skiing</i>	PS2	Sports	Midas	01279 858 000	Open	June 10th
<i>Alarm For Cobra 11: Hot Pursuit</i>	PS2	Racing	Midas	01279 858 000	Open	June 10th
<i>Black Market Bowling</i>	PS2	Bowling	Midas	01279 858 000	Open	June 10th
<i>Stealth Force: The War on Terror</i>	PS2	FPS	Midas	01279 858 000	Open	June 10th
<i>Kids Playground</i>	PSOne	Childrens	Phoenix	01245 465690	Open	June 10th
<i>Shoot</i>	PSOne	Childrens	Phoenix	01245 465690	Open	June 10th
<i>Clumsy Shumsy</i>	PS2	EyeToy	Phoenix	01245 465690	Open	June 10th
<i>Line of Sight: Vietnam</i>	PC	Action/Adventure	Atari	020 8222 9700	Advantage	June 10th
<i>Magic The Gathering</i>	PC	RPG	Atari	020 8222 9700	Advantage	June 10th
<i>Monopoly Tycoon</i>	PC	Family	Atari	020 8222 9700	Advantage	June 10th
<i>Risk 2</i>	PC	Family	Atari	020 8222 9700	Advantage	June 10th
<i>Tactical Ops</i>	PC	Action/Adventure	Atari	020 8222 9700	Advantage	June 10th
<i>Top Spin</i>	PC	Sports	Atari	020 8222 9700	Advantage	June 10th

FROM JUNE 3RD ONWARDS

FORMAT HIGHLIGHTS

MCV cherry picks the highlights for the most popular formats in the coming months. All dates correct at time of press.

PlayStation 2

<i>Cold Winter</i>	June 3rd
<i>Big Mutha Truckers 2</i>	June 24th
<i>Destroy All Humans</i>	June 24th
<i>Tekken 5</i>	June 24th
<i>Formula One 2005</i>	June 24th
<i>Madagascar</i>	June 30th
<i>Outlaw Vollyball: Remixed</i>	July 8th
<i>Killer 7</i>	July 15th
<i>Fantastic Four</i>	July 15th
<i>Brian Lara International Cricket</i>	July 21st

Xbox

<i>Delta Force: Black Hawk Down</i>	June 24th
<i>Big Mutha Truckers 2</i>	June 24th
<i>Destroy All Humans</i>	June 24th
<i>Capcom Fighting Jam</i>	June 24th
<i>Madagascar</i>	June 30th
<i>Capcom Fighting Jam</i>	June 24th
<i>Ford Mustang Racing</i>	July 8th
<i>Fantastic Four</i>	July 15th

Nintendo DS

<i>Madagascar</i>	June 30th
<i>Ultimate Card Games</i>	June
<i>Space Invaders Revolution</i>	June
<i>Splinter Cell: Chaos Theory</i>	July 1st

GameCube

<i>Donkey Konga 2: Hit Song Parade</i>	June 3rd
<i>Madagascar</i>	June 30th
<i>Batman Begins</i>	June 24th

Game Boy Advance SP

<i>WarioWare Twisted!</i>	June 3rd
<i>Megaman Battle Network</i>	June 10th
<i>Mario Party Advance</i>	June 24th
<i>Dragonball Z Advanced Adventures</i>	June 17th
<i>Madagascar</i>	June 30th
<i>Pac-Man World 2</i>	June

PC

<i>CustomPlay Golf</i>	June 3rd
<i>ER: The Game</i>	June 10th
<i>Dragonshard</i>	June 17th
<i>Perfect Ace</i>	June 17th
<i>Madagascar</i>	June 30th
<i>Flying Club</i>	July 1st
<i>Powerdrome</i>	July 1st
<i>Fantastic Four</i>	July 15th
<i>Brian Lara International Cricket</i>	June 21st



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MCV is the only place you'll find all of the official UK charts, plus the indie charts and a comprehensive services directory every week...

# ESSENTIAL INFO



Amongst the lightsabres, football and fast cars, Sony's SingStar Popworld belts out a number seven hit

## ALL FORMATS TOP 10

### 1 STAR WARS EPISODE III: REVENGE OF THE SITH

FORMAT: PS2, XBOX, DS, GBA

DEVELOPER: LUCASARTS PUBLISHER: LUCASARTS

2	3	<b>CHAMPIONSHIP MANAGER 5</b>	PC, PS2, XBOX	GUSTO GAMES/BEAUTIFUL GAME STUDIOS/EIDOS
3	2	<b>FORZA MOTORSPORT</b>	XBOX	MICROSOFT/MICROSOFT
4	4	<b>LEGO STAR WARS</b>	PS2, XBOX PC, GBA	TRAVELLER'S TALES/EIDOS/GIANT
5	6	<b>MIDNIGHT CLUB 3: DUB EDITION</b>	PS2, XBOX	ROCKSTAR/ROCKSTAR
6	5	<b>FIFA STREET</b>	PS2, XBOX, GC	EA/EA
7	7	<b>SINGSTAR POPWORLD</b>	PS2	SONY/SONY
8	8	<b>GRAN TURISMO 4</b>	PS2	POLYPHONY DIGITAL/SONY
9	10	<b>TOM CLANCY'S SPLINTER CELL: CHAOS THEORY</b>	PS2, XBOX, PC, GC	UBISOFT/UBISOFT
10	11	<b>GUILD WARS</b>	PC	ARENANET/NCISOFT

## INDIE ALL FORMATS TOP 10

Week ending May 21st  
Source: GameGuide/Complete EPOS

**1 STAR WARS: REVENGE OF THE SITH**  
LUCASARTS, PS2

- FORZA MOTORSPORT, XBOX ..... MICROSOFT
- STAR WARS: REVENGE OF THE SITH, XBOX ..... LUCASARTS
- CHAMPIONSHIP MANAGER 5, PS2 ..... EIDOS
- CHAMPIONSHIP MANAGER 5, XBOX ..... EIDOS
- LEGO STAR WARS, PS2 ..... GIANT/EIDOS
- TT SUPERBIKES, PS2 ..... JESTER
- LEGO STAR WARS, XBOX ..... GIANT/EIDOS
- RESIDENT EVIL 4, GC ..... CAPCOM
- KESSEN III, PS2 ..... KOEI

Charts compiled by Game Guide/Complete EPOS Solutions.

## PRE-ORDERS TOP 10

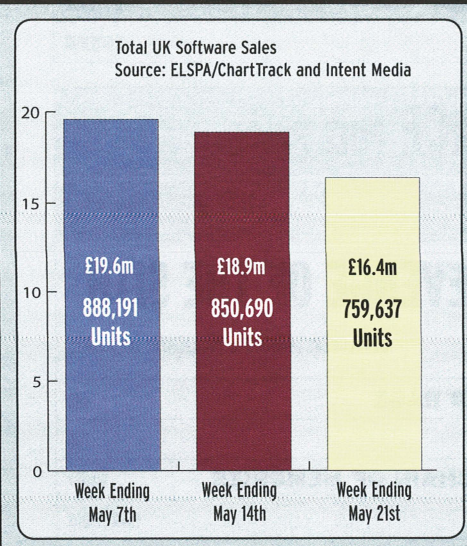
Week ending May 21st  
Source: Amazon.co.uk

**1 GRAND THEFT AUTO: SAN ANDREAS**  
ROCKSTAR, XBOX, PC

- BATTLEFIELD 2, PC ..... EA
- GTA: LIBERTY CITY STORIES, PSP ..... ROCKSTAR
- GOD OF WAR, PS2 ..... SONY
- JUICED, PS2, PC, XBOX ..... THO
- THE SIMS 2, MAC ..... EA
- TEKKEN 5, PS2 ..... SONY
- WIPEOUT PURE, PSP ..... SONY
- MOH: EUROPEAN ASSAULT, XBOX, PS2, GC ..... EA
- MX VS. ATV UNLEASHED, PS2, XBOX ..... THO

Source: Amazon.co.uk

## MARKET VALUE



## EVENT GUIDE

MCV provides a guide to the key events this year...



**June 1st-3rd**  
Brew 2005,  
San Diego, US  
brew.qualcomm.com



**June 15th-17th**  
Mobile Entertainment  
Market  
London  
www.mem05.com



**June 21st-22nd**  
ELSPA Games  
Summit  
London  
www.elspa.com



**July 4th -5th**  
TIGA Outsourcing  
Conference  
Newcastle  
www.tiga.org



**August 10th-14th 2005**  
2005 Edinburgh Interactive  
Entertainment Festival  
www.eief.co.uk



**August 31st**  
Develop Industry  
Excellence Awards  
London  
www.developmag.com



**August 31st and  
September 1st**  
TIGA Content Market  
Piccadilly, London  
www.tiga.org



**August 31st - September 1st**  
Games Market Europe  
Business Design Centre  
London

## TOKYO GAMESHOW 2005

**September 16th-18th**  
Tokyo Game Show  
tgs.cesa.or.jp



**October 25th-26th**  
Brand Licensing  
Show  
London  
www.brandlicensingexpo.com



**December 1st**  
Indin  
London



**December 5th-7th**  
Game Connection 2005  
Lyon, France  
www.game-connection.com

If you have an event you would like featured here, please email  
Neil.Long@intentmedia.co.uk



### XBOX FULL PRICE

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		<b>FORZA MOTORSPORT</b> DEVELOPER: MICROSOFT PUBLISHER: MICROSOFT	
2	2	<b>STAR WARS EPISODE III: REVENGE OF THE SITH</b>	LUCASARTS
3	3	<b>CHAMPIONSHIP MANAGER 5</b>	EIDOS
4	7	<b>MIDNIGHT CLUB 3: DUB EDITION</b>	ROCKSTAR
5	6	<b>LEGO STAR WARS</b>	GIANT/EIDOS
6	4	<b>PARIAH</b>	HIP
7	5	<b>DOOM 3</b>	ACTIVISION
8	10	<b>TOM CLANCY'S SPLINTER CELL: CHAOS THEORY</b>	UBISOFT
9	9	<b>JADE EMPIRE</b>	MICROSOFT
10	13	<b>FIFA STREET</b>	EA

### GAMECUBE FULL PRICE

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		<b>RESIDENT EVIL 4</b> DEVELOPER: CAPCOM PUBLISHER: CAPCOM	
2	2	<b>STAR FOX ASSAULT</b>	NINTENDO
3	4	<b>MARIO PARTY 6</b>	NINTENDO
4	3	<b>METROID PRIME 2: ECHOES</b>	NINTENDO
5	5	<b>FIFA STREET</b>	EA
6	7	<b>MARIO POWER TENNIS</b>	NINTENDO
7	9	<b>BATEN KAITOS</b>	NAMCO
8	10	<b>TOM CLANCY'S SPINTER CELL: CHAOS THEORY</b>	UBISOFT
9	12	<b>THE INCREDIBLES</b>	THQ
10	11	<b>TIMESPLITTERS: FUTURE PERFECT</b>	EA

### NINTENDO DS FULL PRICE

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		<b>STAR WARS: REVENGE OF THE SITH</b> DEVELOPER: LUCASARTS PUBLISHER: LUCASARTS	
2	2	<b>SUPER MARIO 64 DS</b>	NINTENDO
3	3	<b>YOSHI TOUCH &amp; GO!</b>	NINTENDO
4	4	<b>WARIOWARE TOUCHED!</b>	NINTENDO
5	NEW	<b>PAC-PIX</b>	NINTENDO

### GAME BOY ADVANCE FULL PRICE

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		<b>STAR WARS: REVENGE OF THE SITH</b> DEVELOPER: LUCASARTS PUBLISHER: LUCASARTS	
2	3	<b>THE SIMPSONS: ROAD RAGE</b>	THQ
3	2	<b>THE INCREDIBLES</b>	THQ
4	1	<b>KONGDOM HEARTS: CHAIN OF MEMORIES</b>	DISNEY
5	5	<b>LEGO STAR WARS</b>	GIANT/EIDOS

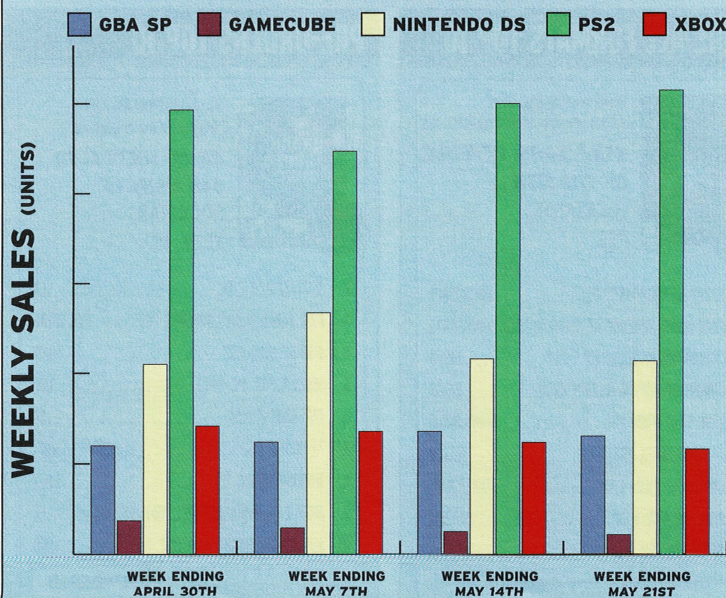
### PLAYSTATION 2 FULL PRICE

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		<b>STAR WARS: REVENGE OF THE SITH</b> DEVELOPER: LUCASARTS PUBLISHER: LUCASARTS	
2	2	<b>CHAMPIONSHIP MANGER 5</b>	EIDOS
3	4	<b>LEGO STAR WARS</b>	GIANT/EIDOS
4	3	<b>FIFA STREET</b>	EA
5	5	<b>MIDNIGHT CLUB 3: DUB EDITION</b>	ROCKSTAR
6	6	<b>GRAN TURISMO 4</b>	SONY
7	8	<b>TT SUPERBIKES</b>	JESTER
8	9	<b>TOM CLANCY'S SPLINTER CELL: CHAOS THEORY</b>	UBISOFT
9	10	<b>BROTHERS IN ARMS: ROAD TO HILL 30</b>	UBISOFT
10	11	<b>METAL GEAR SOLID 3: SNAKE EATER</b>	KONAMI

### PC CD-ROM FULL PRICE

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		<b>GUILD WARS</b> DEVELOPER: ARENANET PUBLISHER: NCSoft EUROPE	
2	4	<b>CHAMPIONSHIP MANAGER 5</b>	EIDOS
3	NEW	<b>IMPERIAL GLORY</b>	EIDOS
4	3	<b>THE SIMS 2: UNIVERSITY</b>	EA
5	5	<b>WORLD OF WARCRAFT</b>	VU GAMES
6	2	<b>HALF-LIFE 2</b>	VU GAMES
7	6	<b>FOOTBALL MANAGER 2005</b>	SEGA
8	7	<b>THE SIMS 2</b>	EA
9	8	<b>EMPIRE EARTH II</b>	VU GAMES
10	9	<b>STRONGHOLD 2</b>	TAKE 2

### CHARTTRACK WEEKLY HARDWARE SALES



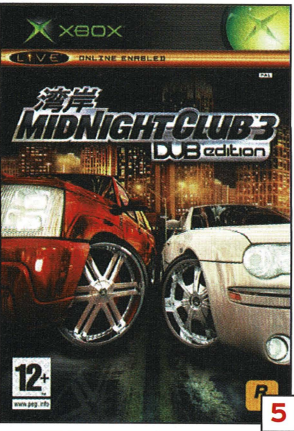
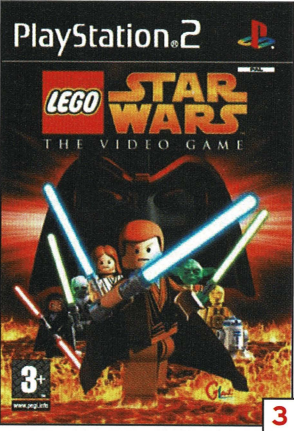
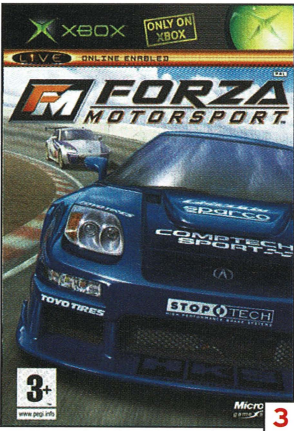
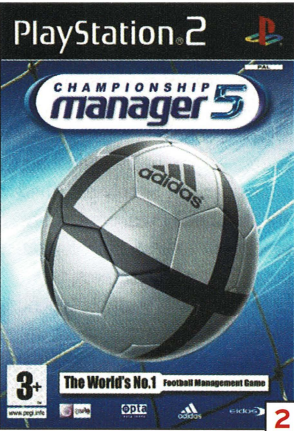
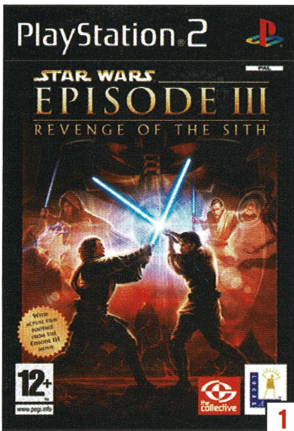


ALL FORMATS TOP 40

Week ending Saturday May 21st

THIS WEEK	LAST WEEK	TITLE - FORMAT	DEVELOPER/PUBLISHER
1		<b>STAR WARS EPISODE III: REVENGE OF THE SITH</b> FORMAT: PS2, XBOX, DS, GBA DEVELOPER: LUCASARTS PUBLISHER: LUCASARTS	
2	3	<b>CHAMPIONSHIP MANAGER 5</b> PC, PS2, XBOX GUSTO GAMES/BEAUTIFUL GAME STUDIOS/EIDOS	
3	2	<b>FORZA MOTORSPORT</b> XBOX MICROSOFT/MICROSOFT	
4	4	<b>LEGO STAR WARS</b> PS2, XBOX PC, GBA TRAVELLER'S TALES/EIDOS/GIANT	
5	6	<b>MIDNIGHT CLUB 3: DUB EDITION</b> PS2, XBOX ROCKSTAR/ROCKSTAR	
6	5	<b>FIFA STREET</b> PS2, XBOX, GC EA/EA	
7	7	<b>SINGSTAR POPWORLD</b> PS2 SONY/SONY	
8	8	<b>GRAN TURISMO 4</b> PS2 POLYPHONY DIGITAL/SONY	
9	10	<b>TOM CLANCY'S SPLINTER CELL: CHAOS THEORY</b> PS2, XBOX, PC, GC UBISOFT/UBISOFT	
10	11	<b>GUILD WARS</b> PC ARENANET/NCSOFT	
11	15	<b>PRO EVOLUTION SOCCER 4</b> PS2, XBOX KCET/KONAMI	
12	12	<b>BROTHERS IN ARMS: ROAD TO HILL 30</b> PS2, XBOX, PC GEARBOX SOFTWARE/UBISOFT	
13	NEW	<b>IMPERIAL GLORY</b> PC PYRO/EIDOS	
14	13	<b>THE SIMPSONS: HIT AND RUN</b> PS2, XBOX, PC RADICAL ENTERTAINMENT/VU GAMES	
15	20	<b>SUPER MARIO 64 DS</b> DS NINTENDO/NINTENDO	
16	18	<b>THE SIMS 2: UNIVERSITY</b> PC MAXIS/EA	
17	19	<b>THE INCREDIBLES</b> PS2, GBA, XBOX, GC HEAVY IRON/HELIKE/THQ	
18	16	<b>TT SUPERBIKES</b> PS2 JESTER/JESTER	
19	9	<b>WORLD CHAMPIONSHIP SNOOKER 2005</b> PS2, XBOX, PC BLADE INTERACTIVE/SEGA	
20	29	<b>WORLD OF WARCRAFT</b> PC BLIZZARD/VU GAMES	
21	24	<b>SONIC MEGA COLLECTION PLUS</b> PS2, XBOX SONIC TEAM/SEGA	
22	35	<b>FIFA 2005</b> PS2, XBOX, GBA, GC EA/EA	
23	28	<b>SHREK 2</b> PS2, XBOX, GBA, GC AMAZE/LUXOFLUX/VICARIOUS VISIONS/ACTIVISION	
24	30	<b>SPIDER-MAN 2</b> PS2, GBA, XBOX, GC TREYARCH/ACTIVISION	
25	31	<b>THE SIMPSONS: ROAD RAGE</b> PS2, XBOX, GC RADICAL/THQ	
26	17	<b>HALF-LIFE 2</b> PC VALVE/VU GAMES	
27	14	<b>PARIAH</b> XBOX, PC DIGITAL EXTREMES/HIP	
28	21	<b>DOOM 3</b> XBOX, PC, MAC ID/VICARIOUS VISIONS/ACTIVISION	
29	25	<b>FULL SPECTRUM WARRIOR</b> PS2, XBOX, PC PANDEMIC/THQ	
30	33	<b>THE SPONGEBOB SQUAREPANTS MOVIE</b> PS2, XBOX, PC, GBA HEAVY IRON/THQ	
31	26	<b>SONIC HEROES</b> PS2, XBOX SONIC TEAM/SEGA	
32	27	<b>METAL GEAR SOLID 3: SNAKE EATER</b> PS2 KONAMI/KONAMI	
33	34	<b>FOOTBALL MANAGER 2005</b> PC SPORTS INTERACTIVE/SEGA	
34	39	<b>FIGHT NIGHT ROUND 2</b> PS2, XBOX, GC EA/EA	
35	36	<b>THE PUNISHER</b> PS2, XBOX, PC VOLITION/THQ	
36	40	<b>STAR WARS: BATTLEFRONT</b> PS2, XBOX, PC LUCASARTS/LUCASARTS	
37	38	<b>THE SIMS 2</b> PC MAXIS/EA	
38	23	<b>SRS - STREET RACING SYNDICATE</b> PS2, XBOX, PC, GC NAMCO/CODEMASTERS	
39	RE	<b>GRAND THEFT AUTO: SAN ANDREAS</b> PS2 ROCKSTAR/ROCKSTAR	
40	37	<b>TIMESPLITTERS: FUTURE PERFECT</b> PS2, XBOX, GC FREE RADICAL DESIGN/EA	

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# Opportunity knocks for online brands

Kerri Davies highlights the pitfalls and rewards of online gaming...

IP IS A WELL KNOWN and well used acronym in today's interactive environment. Yet, whilst most are striving to own and control additional IP, another lesser known and possibly more crucial IP has already become established - an IP that almost everyone in the industry will already possess, although only a few will be able to tell you what it is. Head to [whatismyip.com](http://whatismyip.com) and you'll soon find out.

These simple numbers, or the correct IP addresses, are the individual postcodes for online devices. Simply put, these numbers are the phone numbers that link your product to your existing, forgotten or possibly future customers.

Whether it is a simple brochure-based website, forum, community, online play facility or full blown MMORPG title, most modern day titles encourage some online activity. In addition, with the recent

## Online play incurs additional and continuous financial investment.

announcement of next-generation hardware specifications, multi-play and community activity is set seriously to strengthen its virtual pulse.

However, online play incurs additional, and more often than not, continuous financial investment. Even though most online titles can reap longer term revenue streams via monthly subscription costs, the initial start up, ongoing resource and technical expenditure could be a major disadvantage.

Figure one examines a selection of recent MMORPG titles. Focusing on the advertising costs of these titles, the graph starts to display huge financial disparity between the releases.

According to Nielson Media's data, some 30 per cent of Lineage II's early revenues were spent on above-the-line activities against four per cent for *World of Warcraft*.

This implies that too much control on an advertising spend may not encourage enough initial users to balance ongoing costs. On the other hand, *City of Heroes* was advertised heavily prior to launch (*Figure two*).

Ordinarily pure online titles are PC and thus attract a niche gaming audience. Regardless of format, online players are commonly accepted as being consumers with a harder core gaming nature.

With this in mind it is largely surprising that *Warcraft* included a series of very mainstream TV channels in its advertising.

Yet when considering the huge brand awareness of the *Warcraft* licence, TV promotion has been a worthy and financially viable activity.

In general TV advertising is not the norm, with most titles opting for a high specialist press focus alongside a very small mainstream or men's press campaign (*Figure three*).

This early adopter consumer identity is also highlighted in the breakdown of first quarter sales (*Figure four*). In the main the initial three months of any full-price title is crucial in generating major profits.

Overall, most titles usually secure around 40 per cent of the first 12 weeks' sales in launch month - however, MMORPG titles reap nearly two-thirds.

This initial rush is also seen in the average first-week sales, with online-only titles harvesting 10 per cent more than a traditional game.

In summary, this study looks to imply that established brand or franchise awareness grants online success.

But the recent *Guild Wars* chart victory totally discredits this brand/franchise assumption as well as changing the typical online business model (no online charges).

Most accept that online will become a key element to gaming in the longterm, although recouping costs today will be a major obstacle for most developers and publishers. So whilst the virtual reality offers enormous and boundless potential, keep your financial feet on the real-world ground.

Advertising spend is based on figures provided by Nielson Media. Specialist advertising is calculated on advertised rate cards. All titles have been included in the study, unless otherwise stated. Launch periods constructed using first launch date and magazine cover months.

**FanCensus.com**

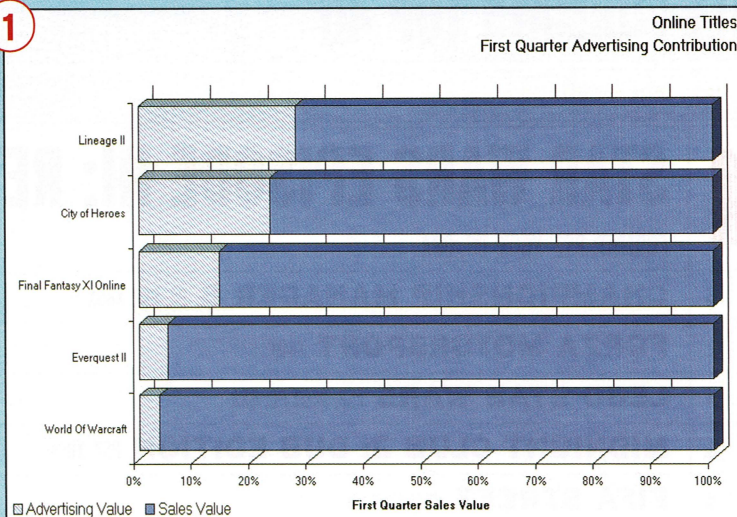
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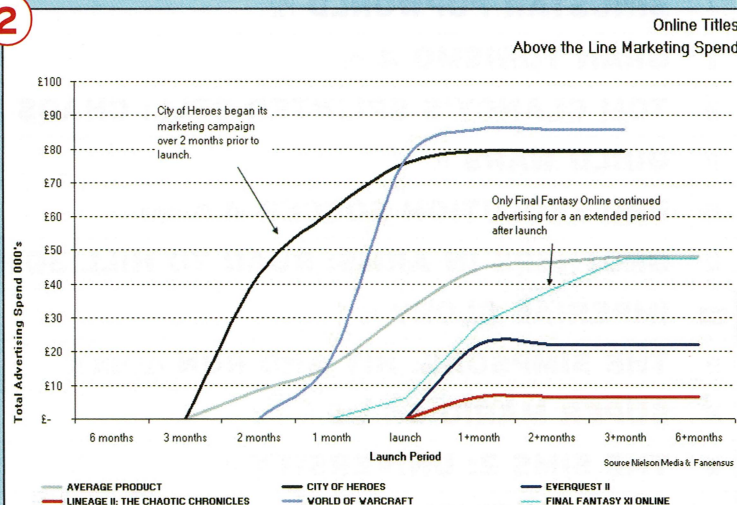
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ChartTrack collects sales data from more than 6,800 UK outlets. Supporting retailers include Argos, Asda, Blockbuster, Chips, Choices Video, Comet, Currys, Dixons, Game, Gamestation, HMV, MVC, PC World, Staples, Tesco, Virgin Express, Virgin Megastore, WH Smith, Woolworths. Plus Independents Amazon.co.uk, Gameplay.com, Jungle.com.

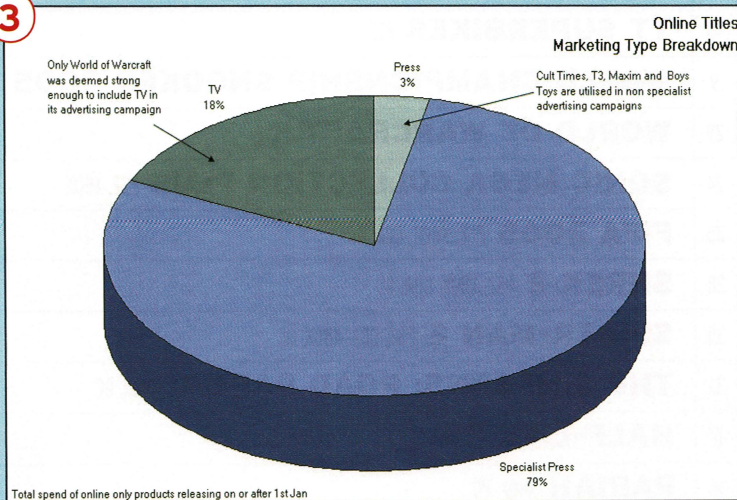
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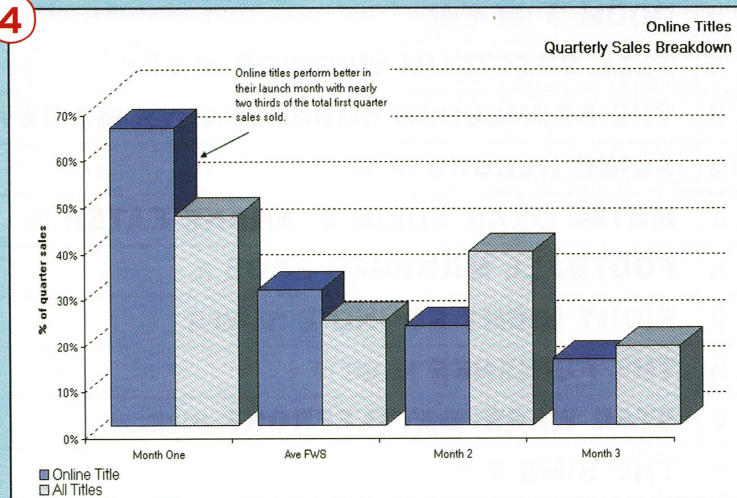


Figure one reveals that NCsoft spent 30 per cent of early revenues on advertising its MMORPG Lineage II. Figure two shows that City of Heroes began its marketing campaign over two months prior to release with the publisher continuing to invest after launch. Figure three states that advertising for MMORPGs is heavily weighted towards the specialist press, while Figure four shows performance is best during launch month.



ALL FORMATS *Week ending Saturday May 21st*

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		<b>STAR WARS EPISODE III: REVENGE OF THE SITH</b> FORMAT: PS2 DEVELOPER: LUCASARTS PUBLISHER: LUCASARTS	
2	2	<b>FORZA MOTORSPORT</b> XBOX MICROSOFT	
3	3	<b>STAR WARS EPISODE III: REVENGE OF THE SITH</b> XBOX LUCASARTS	
4	5	<b>CHAMPIONSHIP MANAGER 5</b> PS2 EIDOS	
5	7	<b>CHAMPIONSHIP MANAGER 5</b> XBOX EIDOS	
6	4	<b>LEGO STAR WARS</b> PS2 GIANT/EIDOS	
7	8	<b>TT SUPERBIKES</b> PS2 JESTER INTERACTIVE	
8	20	<b>LEGO STAR WARS</b> XBOX GIANT/EIDOS	
9	10	<b>RESIDENT EVIL 4</b> GC CAPCOM	
10	18	<b>KESSEN III</b> PS2 KOEI	
11	14	<b>WORLD OF WARCRAFT</b> PC VU GAMES	
12	19	<b>PREDATOR: CONCRETE JUNGLE</b> PS2 VU GAMES	
13	17	<b>YU-GI-OH! ONLINE</b> PC KONAMI	
14	NEW	<b>FINAL FANTASY VII</b> PSOne SONY	
15	NEW	<b>BROTHERS IN ARMS: ROAD TO HILL 30</b> PS2 UBISOFT	
16	6	<b>YOSHI TOUCH &amp; GO</b> DS NINTENDO	
17	NEW	<b>TENCHU: FATAL SHADOWS</b> PS2 SEGA	
18	12	<b>PARIAH</b> XBOX HIP	
19	NEW	<b>HALF-LIFE 2</b> PC VU GAMES	
20	NEW	<b>NARC</b> XBOX MIDWAY	



XBOX

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		<b>FORZA MOTORSPORT</b> FORMAT: XBOX DEVELOPER: MICROSOFT PUBLISHER: MICROSOFT	
2	2	<b>STAR WARS EPISODE II: REVENGE OF THE SITH</b> XBOX LUCASARTS	
3	3	<b>CHAMPIONSHIP MANAGER 5</b> XBOX EIDOS	
4	5	<b>LEGO STAR WARS</b> XBOX GIANT/EIDOS	
5	4	<b>PARIAH</b> XBOX HIP	
6	NEW	<b>NARC</b> XBOX MIDWAY	
7	6	<b>PREDATOR: CONCRETE JUNGLE</b> XBOX VU GAMES	
8	NEW	<b>STAR WARS REPUBLIC COMMANDO</b> XBOX LUCASARTS	
9	NEW	<b>TIGER WOODS PGA TOUR 2005</b> XBOX EA	
10	NEW	<b>CLOSE COMBAT: FIRST TO FIGHT</b> XBOX TAKE 2	



Charts compiled by Game Guide/Complete EPOS Solutions. For more information about Complete EPOS Solutions call 01543 370002. For more information about the Game Guide call 01606 836347.

PLAYSTATION 2

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		<b>STAR WARS EPISODE III: REVENGE OF THE SITH</b> FORMAT: PS2 DEVELOPER: LUCASARTS PUBLISHER: LUCASARTS	
2	3	<b>CHAMPIONSHIP MANAGER 5</b> PS2 EIDOS	
3	2	<b>LEGO STAR WARS</b> PS2 GIANT/EIDOS	
4	4	<b>TT SUPERBIKES</b> PS2 JESTER INTERACTIVE	
5	8	<b>KESSEN III</b> PS2 KOEI	
6	9	<b>PREDATOR: CONCRETE JUNGLE</b> PS2 VU GAMES	
7	NEW	<b>BROTHERS IN ARMS: ROAD TO HILL 30</b> PS2 UBISOFT	
8	10	<b>TENCHU: FATAL SHADOWS</b> PS2 SEGA	
9	7	<b>FIFA STREET</b> PS2 EA	
10	RE	<b>PRO EVOLUTION SOCCER</b> PS2 KONAMI	

GAMECUBE

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		<b>RESIDENT EVIL 4</b> FORMAT: GC DEVELOPER: CAPCOM PUBLISHER: CAPCOM	
2	2	<b>STAR FOX: ASSAULT</b> GC NAMCO	
3	NEW	<b>TALES OF SYMPHONIA</b> GC NINTENDO	
4	NEW	<b>TIGER WOODS PGA TOUR 2005</b> GC EA	
5	RE	<b>WRESTLEMANIA X8</b> GC THQ	

NINTENDO DS

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		<b>YOSHI TOUCH &amp; GO</b> FORMAT: DS DEVELOPER: NINTENDO PUBLISHER: NINTENDO	
2	2	<b>STAR WARS EPISODE III: REVENGE OF THE SITH</b> XBOX UBISOFT	
3	3	<b>SUPER MARIO 64</b> DS NINTENDO	
4	4	<b>WARIOWARE TOUCHED!</b> DS NINTENDO	
5	NEW	<b>POKÉMON DASH</b> DS NINTENDO	

PC

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		<b>WORLD OF WARCRAFT</b> FORMAT: PC DEVELOPER: BLIZZARD PUBLISHER: VU GAMES	
2	2	<b>YU-GI-OH! ONLINE</b> PC KONAMI	
3	6	<b>HALF-LIFE 2</b> PC VU GAMES	
4	5	<b>EMPIRE EARTH II</b> PC VU GAMES	
5	NEW	<b>SETTLERS III</b> PC FOCUS	
6	NEW	<b>FOOTBALL MANAGER 2005</b> PC SEGA	
7	4	<b>GUILD WARS</b> PC NCSOFT	
8	NEW	<b>COMMAND &amp; CONQUER: RED ALERT</b> PC EA	
9	NEW	<b>UNREAL TOURNAMENT 2004</b> PC ATARI	
10		<b>PARIAH</b> PC HIP	



# XBOX '05

## Official Retail Guide

MCV will publish a Microsoft-endorsed guide to its games strategy and product line on Friday June 17th.

It will be a dual purpose magazine, with an exclusive insight into plans for the next generation Xbox console plus a focus on the key software titles supporting the original format through the rest of 2005. Produced in association with the UK Xbox team, this bi-annual MCV publication remains the most authoritative and informative trade guide to the brand.

It will provide retail with all the ammunition it needs to prepare for an avalanche of best-ever Xbox 1 software as well as the eagerly anticipated new launch.

- Distributed with all copies of MCV
- Minimum 40 pages
- Exclusive Xbox 2 content
- Interviews with J Allard and UK boss Neil Thompson
- Extensive preview of second half Xbox 1 software

Published: Friday June 17th

Ad copy deadline: Monday June 6th



To reserve high impact advertising space in this dedicated Xbox retail guide, contact [Chris.buckley@intentmedia.co.uk](mailto:Chris.buckley@intentmedia.co.uk) or [Lesley.blumson@intentmedia.co.uk](mailto:Lesley.blumson@intentmedia.co.uk)



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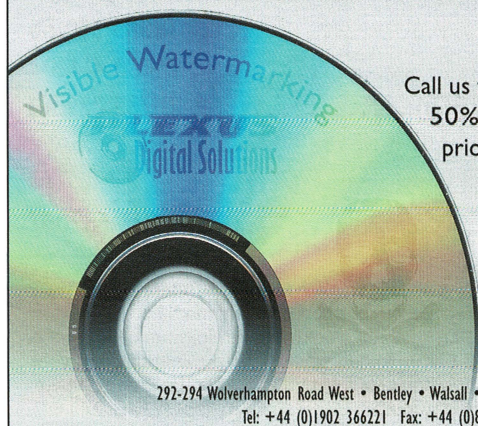
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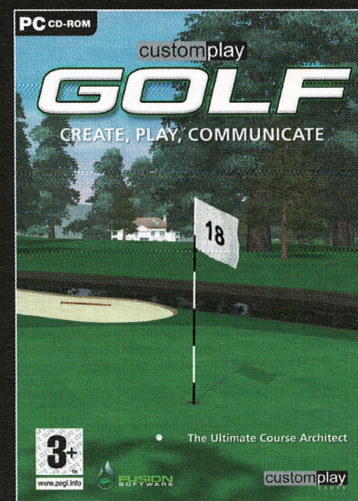
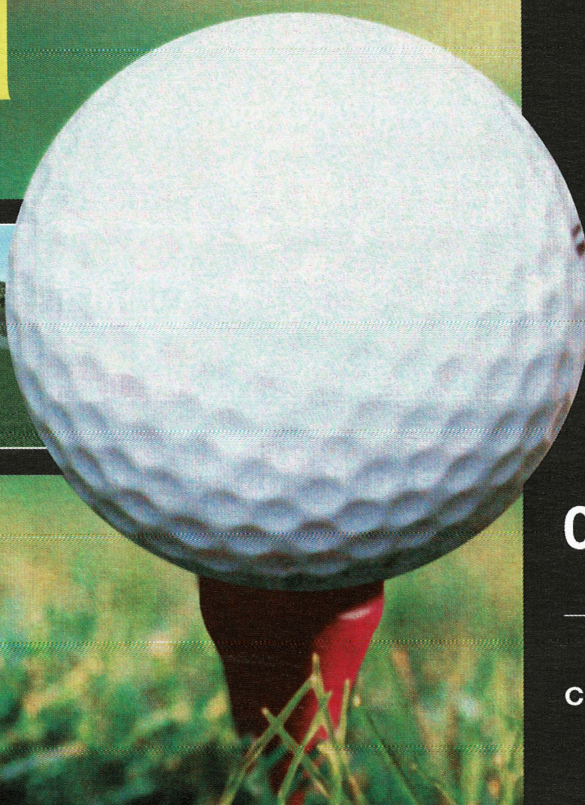
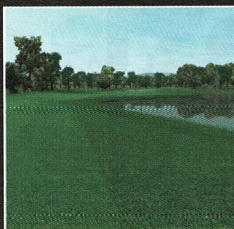
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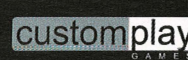


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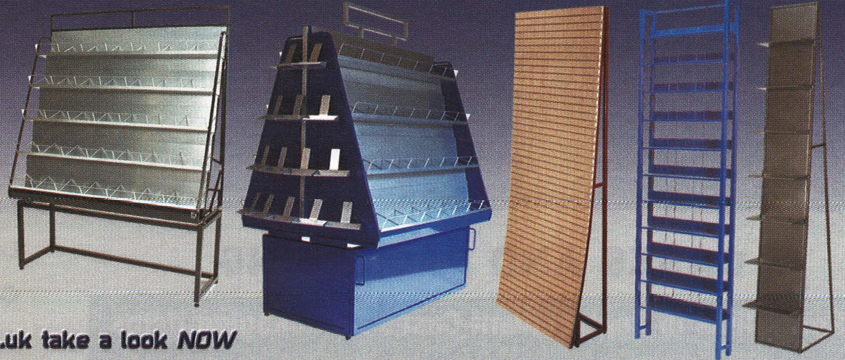


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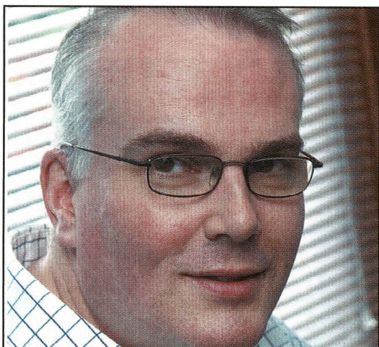
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## DIRECTOR'S CUT

**Name:** Andy Lane  
**Company:** Tandem Events  
**Job Title:** Event Director

**What's the best advice you've ever been given?**  
Never say never.

**Who do you admire most in the games industry?**  
You have to take your hat off to the guys at Sony for the way in which they're committed to growing the market as a whole.

**What has been the highlight of your career so far?**  
Early days, but starting Tandem Events.

**What's been your most embarrassing moment?**  
Xmas party 2001 - enough said!

**If you had to do it all again, what would you do differently?**  
Not a lot. Everyone makes mistakes but the key is to learn from them and move on.

**Tell us a secret about yourself.**  
I drive a Volvo.

**What do you predict to be the most significant launch/event in the games industry over the next three years?**  
Three years is a very long time in this industry. But if you ask me about the next three months, it has to be Games Market Europe.

**Describe yourself in three words.**  
The event bloke.

# Off The Record



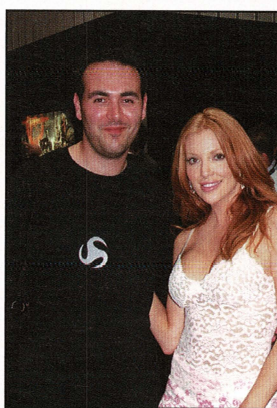
Take a look at this lot and it's like you're still in LA. Did someone say something about new consoles?

## WI-FRY OPTION FOR PS3



When Sony announced the spec for PS3, we all nodded patiently as it reeled off features such as Blu-ray, wi-fi, video chat, digital photo viewing and so on. Yes to all that, we all said. But can it grill a steak so that it's charcoal rich on the outside and juicy red in the middle? We needn't have worried. Apparently, the machine will ship with Nvidia's RBSX B-B-Q synthesiser as standard. Needless to say, the competition has responded. Xbox 360 will make "perfect rice, every time" while Nintendo Revolution will mash potato without any lumps. News also reaches MCV that the next George Foreman Grill will ship with *Halo 2* and a voice controller.

## FIDDLING THE 'EXPENSES'



Without the well-oiled PR and marketing machine, E3 would be a disastrous shambles of missed appointments, press kits in the wrong country and demos crashing at a crucial moment. It's reassuring to see then, this fine example of the hard-working, nay, *grafting* PR machine. Dave Blundell lives and breathes Koch, knowing with years of experience, that the way to grab attention for the company is to sport a rather attractive booth babe on your arm. Dave informs us she is a natural ginger.

## THE SMELL OF MEN TOGETHER



The first sight for many E3 attendees is the welcoming mass of industry professionals clamouring to be first to whoop and holler at thousands of booming, screaming show reels. Look closely and you might be able to spot women (gaspl!) amongst the teenage

CEOs of gaming websites, jaded print journalists and grumpy Brits. Wrinkle your nose and you can almost smell that familiar odour. Like a cattery on a particularly humid summer's day.

## UGLY PEOPLE SHOULDN'T BREED



One sight we didn't expect to see at E3 was this militant action by Agetec. Believing that booth babes distract from the products on show, the publisher staged its Anti Booth Babe campaign, hiring a selection of 'dudes' to dress up as women and parade around the show as a statement against sexism in the games industry or some other misguided hippy ideal. We wouldn't mind, but why did they have to hire such ugly sods?

## CONTRIBUTIONS WELCOME...

If you have a funny story, embarrassing picture or details of an event that you would like featured, we want to hear from you. Email [OffTheRecord@intentmedia.co.uk](mailto:OffTheRecord@intentmedia.co.uk)

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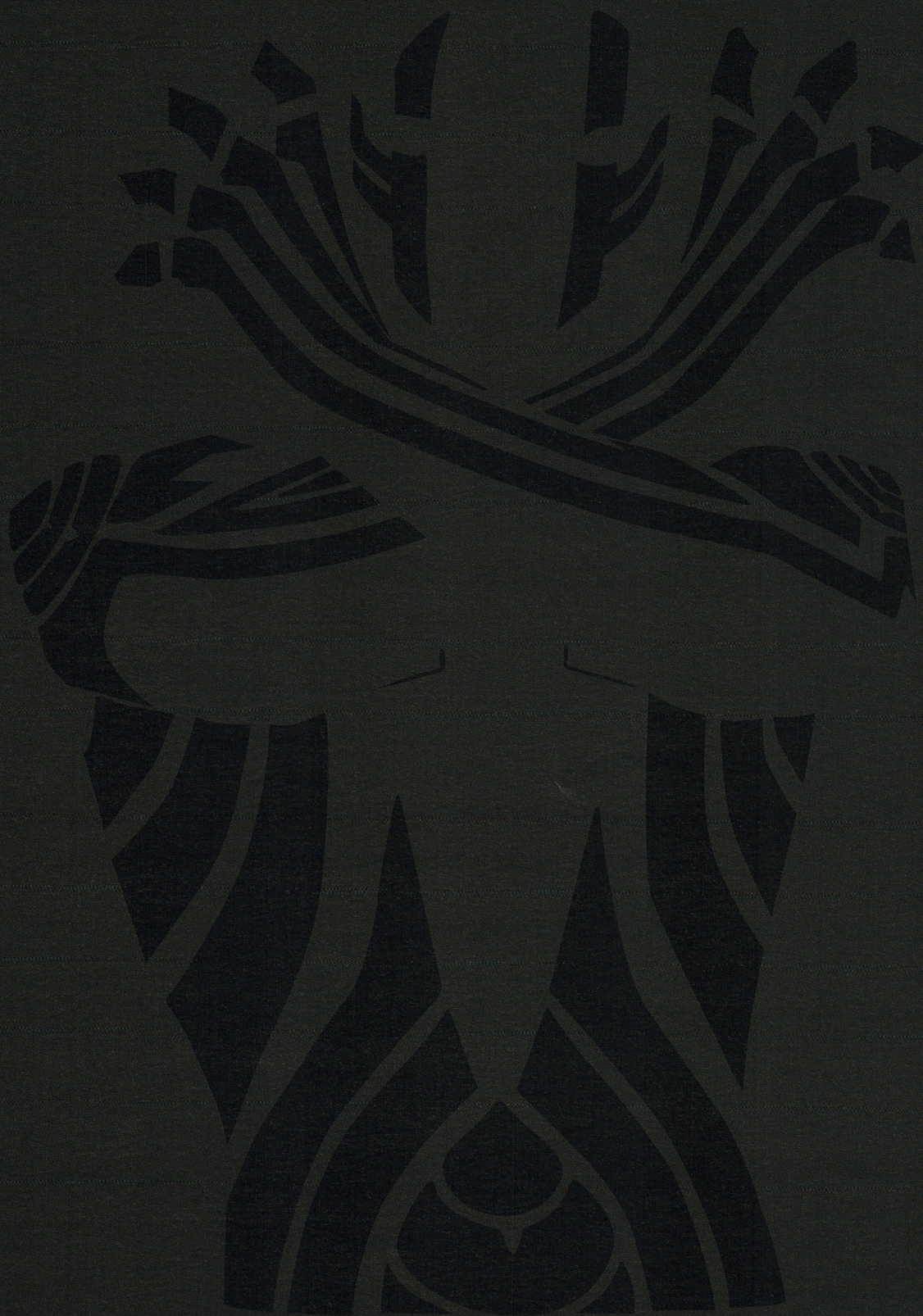
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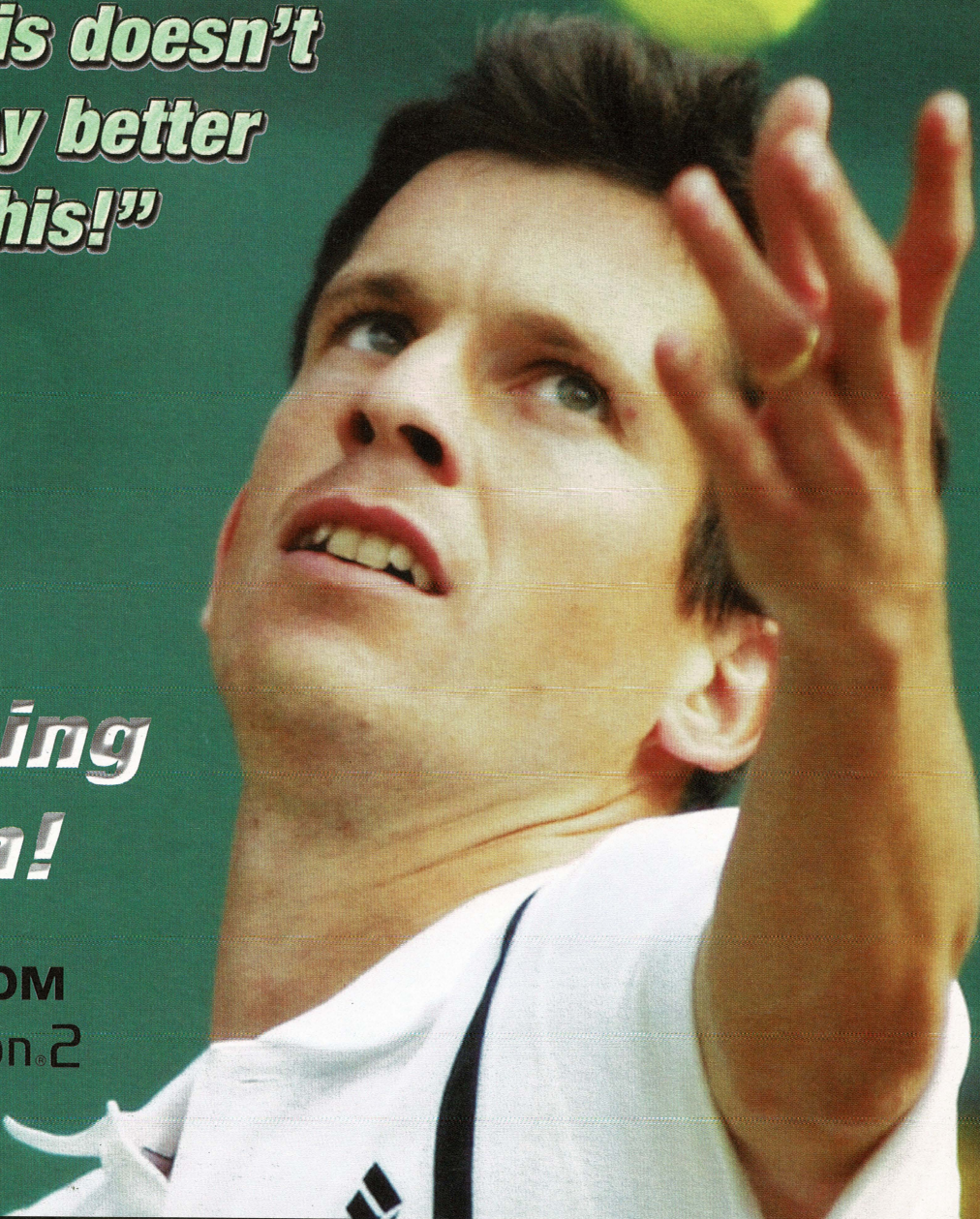
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